

Probers Seek to Cite Goldfine For Contempt

Recommendations Will be Sent to House Committee

Washington — House investigators today recommended contempt of congress action against Bernard Goldfine, friend of presidential assistant Sherman Adams.

Chairman Oren Harris (D-Ark) said the investigating subcommittee's recommendation would be submitted soon as possible to its parent, the house commerce committee.

If endorsed by the full committee, the contempt citation would go to the house.

If approved by the house, it goes to the U. S. district attorney for handling as a criminal case.

"It will have to be done quickly to get action at this session (of congress)," Harris told newsmen after a 40-minute closed session of the subcommittee.

The contempt accusation is based on Goldfine's refusal to answer some two dozen questions concerning his financial dealings with Boston real estate companies of which he is majority owner.

Goldfine's Stand

Goldfine refused to answer the questions on the ground that they were not pertinent to the subcommittee's investigation, which is aimed at the operations of government regulatory agencies.

The principal real estate company among Goldfine's holdings failed for years to file required annual financial reports with the securities and exchange commission.

The SEC finally went to court to force filing of the reports. The matter was later settled with a \$3,000 fine and a promise on the company's part to comply.

Harris said the contempt proceedings were voted unanimously at the subcommittee meeting with eight of the 11 members present.

The eight were Harris and Reps. Peter Mack (D-Ill.), John Bell Williams (D-Miss.), John Moss (D-Calif.), John Flynn (D-Ga.), Robert Hale (R-Maine), Joseph O'Hara (R-Minn.) and John Bennett (R-Mich.).

White House Likely To Approve Added Diversion by Chicago

Washington — Prospects for White House approval of a bill to increase Chicago's diversion of Lake Michigan water appeared brighter today as a senate subcommittee continued hearings on the measure.

President Eisenhower vetoed similar water diversion bills in 1954 and 1956. His veto messages stressed specific Canadian objections.

But a new Canadian note to the state department did not specifically oppose the bill. It said, however, Canada should maintain a steady flow of water at three points on the Great Lakes system. The note was made public Monday at the opening hearing of a senate public works subcommittee.

8 Fliers Die In Crash of Giant Bomber

Limestone, Maine — A B-52 giant jet bomber crashed today three miles south of Loring Air Force base killing eight men. The craft was returning from a training mission.

The big plane was approaching the air field with a ceiling of only 400 feet. It was raining at the time. The bomber crashed in a field three miles from the Maine-New Brunswick border.

There was only one survivor — Maj. Moody E. Deaton, Denison, Texas, an instructor pilot. He was taken to the base hospital where his condition was described as good.

Cause Not Learned

The plane was attached to the 42nd Bomber wing. Names of the victims were withheld pending notification of next of kin.

The cause of the crash was not determined, an air force spokesman said.

Residents in the area said the plane barely missed the farm home of Carl Ireland. They said wreckage was scattered over a 20-acre area. Some of it caught fire.

B-52 bombers are equipped to carry nuclear weapons. They cost an estimated \$8 million.

Ore Carrier Runs Aground

Canadian Vessel Veers to Avoid Raft of Pulpwood

Washburn — A 636-foot Canadian ship rested hard aground in Chequamegon bay today, awaiting arrival tonight of a tug and clam-equipment to begin the tedious task of lightening her estimated 19,000-ton ore cargo so that she could be pulled free.

The tug and scow, summoned from Duluth, will have to shuttle back and forth to the Ashland coal docks with the ore.

The Thunder Bay, owned by the Canadian Steamship Lines, appeared in no danger.

Observers said the north-bound vessel veered to the right to avoid a raft of pulpwood being towed southward toward Ashland.

The Thunder Bay ran aground 300 to 400 feet southeast of the buoy marking the east limits of the deep channel.

Charts indicated the ship stopped in water about 17 feet deep. Waves were lapping at the 20 and 21-foot lines of the plimsoll scale painted on the ship, according to a newsman who visited the scene.

The channel just northwest of the buoy was 49 feet deep, according to charts.

Storm Causes Delay In Hop Across Ocean

Manila — A Pacific storm today caused Capt. Marion "Pat" Boling to postpone his non-stop solo record attempt across the Pacific.

The 43-year-old flier from Palo Alto, Calif., had planned to take off in his single-engine Beechcraft Bonanza before dawn tomorrow in an effort to break the late Capt. Bill Odom's 9-year-old record for solo flight in a light plane.

Lebanese Premier Unhurt in Assassin Plot; 8 Others Die

128,552 Live in Fox Cities, 11th Annual Survey Shows

Total From 30,902 Families in 3 Cities, 3 Villages, 5 Towns

President in New Plea for Foreign Aid

Points to Mideast Crisis and Needs Of Turkey and Iran

Washington — President Eisenhower made a new plea today for more foreign aid money, pegging it to the Middle East crisis.

He laid particular stress on the suddenly increased needs of Turkey and Iran in urging restoration of more than half a billion dollars chopped out of his program of help for friendly nations.

Republican congressional leaders reported the president voiced the appeal at his weekly meeting with the party chiefs.

The administration's original request for \$3,942,000,000 for the mutual security program was cut by about \$300 million in an authorization bill. In a subsequent appropriation measure, the house slashed an additional \$595 million from the original request.

Dillon Joins in Plea

Sen. Leverett Saltonstall of Massachusetts, deputy minority leader of the senate, and Rep. Joseph W. Martin, Jr., of Massachusetts, the house GOP leader, told a news conference that both Eisenhower and C. Douglas Dillon, undersecretary of state for economic affairs, appeared at today's two hour and twenty minute White House conference for restoration of at least half a billion to the house appropriation total.

Saltonstall said \$55 million of the additional half-billion sought would be earmarked for an increase in the president's contingency or emergency funds.

The senator said Eisenhower and Dillon emphasized that part of that emergency fund is needed to bolster pro-western Turkey and Iran. Those countries are neighbors of Iraq where a revolution toppled another pro-western government and triggered movement of U. S. forces into nearby Lebanon. They also border on the Soviet Union which has been making bellicose talk about the situation.

Another \$325 million would be earmarked for the development loan fund.

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Parked Car Destroyed By Blast

Beirut — Prime Minister Sami Solh missed death by a split second today when would-be assassins blew up a parked car a few yards ahead of the prime minister's automobile.

The prime minister was not hurt but eight other persons perished and a 5-year-old girl was hurt so badly she was given little chance to survive. The dead included a policeman on a motorcycle, three gendarmes in a jeep and four persons in a green car just ahead of the prime minister's.

Detonator wires from the exploded car ran up the hillside above the road to a spot from which two men were seen to run away.

Parked for 3 Days

It appeared they were trying to kill the prime minister but pushed the detonator too soon. Had they waited a fraction of a second longer the prime minister would have been blown to bits. The incident occurred on the Beit Mery road nine miles out of Beirut.

The prime minister passes here daily en route to his Beirut office from his suburban home. The road here runs along a sheer drop down to the Beirut river in the valley below.

An American-style car, thought to be a taxicab, had been parked there three days, with a rock under a wheel.

As the Solh procession approached, a policeman stepped forward and asked the green car to pull to the side of the road and permit the prime minister's car to go ahead. At that moment the explosion occurred, knocking the motorcycle and the green car far down the slope.

Agree on Candidate

The prime minister is a Moslem by custom in this half-Christian, half-Moslem nation and the president a Christian. Reasons for the attack on Solh were not immediately clear since most rebel animosity in the nearly three months of rebellion has been against President Chamoun.

Unknown assailants fired on marine positions at two different points in Beirut last night, a headquarters spokesman said. There were no casualties and the marines did not return the fire.

Bullets hit their positions, guarding the residence of the British ambassador. A speed-

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Jensen, Former Sheriff Of Kenosha County, Dies

Kenosha — Leonard J. Jensen, 59, a Kenosha county sheriff sentenced to prison in 1952 on charges of perjury and bribery, died of a heart attack Monday.

Jensen, indicted in 1951 by a grand jury investigating official corruption and gambling in Kenosha county, was stricken at the Highway 31 tavern he had operated since his release from the Wisconsin State prison at Waupun.

Cloudy Skies, More Rain in Prediction

Wisconsin — Partly cloudy with little change in temperature today, tonight and Wednesday, with some chance of scattered brief light showers. High today 72 to 77 north, 77 to 82 south. Low tonight 54 to 52. Outlook for Thursday: Partly cloudy with little change in temperature.

Appleton temperatures for the 24-hour period ending at 9 o'clock: High 82, low 64. Temperature at 11 o'clock, 76. Precipitation .35 of an inch. South-west wind at 8 miles per hour. Barometer 29.93 inches. Weather map on page 13.

Sun sets tonight at 8:22, rises Wednesday morning at 5:38; moon rises tonight at 7:25, sets Wednesday morning at 5:43. Morning stars are Mars and Venus.

Turn To Page 8, Col. 8

Haitian Rebels, Exiled Army Officers, Wiped Out After Seizing Barracks

Port au Prince, Haiti — A band of exiled army officers seized barracks next to the national palace early today but the rebels were reported wiped out in a swift government counterattack.

The band, believed to number no more than six, landed by launch under cover of darkness, commandeered trucks and seized the yellow stucco Caserne Dessalines back of the palace shortly after midnight.

The band captured 50 soldiers after a brief clash in which the army said three soldiers and an artillery officer were killed.

Government forces counter-attacked, liberated the soldiers, then killed the last holdout rebel in a burst of machine-gun fire, the army reported.

Radio Port-au-Prince said the rebels were supporters of former President Paul Mag-

loire, now in exile in the United States. It also said two Americans were in the rebel group.

Shooting broke out shortly after midnight and was still going on at 8:30 a.m.

A succession of radio announcements over the only station in operation this morning urged the people to arm themselves and go to the palace to defend President Francois Duvalier.

The radio also summoned all soldiers to the palace.

Palace sources expressed the opinion the rebellion was led by two former army captains who have been in exile in Miami, Alix Pasquet and Phillip Dominique.

They were regarded as supporters of Magloire, who was overthrown by a general strike in December, 1956, after serving as president six years.

The radio said rebels also seized the army barracks (former President Paul Mag-

U.S. Takes Role of Virtual Partner in Baghdad Pact

Secretary Dulles Pledges Nation To Defense of Asian Countries in New Attempt to Bolster Agreement

London —P— The United States continued Baghdad pact discussions today in the new role of a virtual partner with Turkey, Iran, Pakistan and Britain against Soviet threats to the Middle East.

Secretary of State Dulles pledged Washington to defense of the three Asian nations still active in the alliance to bolster the group after the apparent loss of its only Arab member, Iraq.

Dulles' announcement Monday tightened U.S. military commitments in the tense area but did little to extend them. Iran is the only one of the four active pact members with which the United States had no direct military alliance and it is in the Eisenhower doctrine area that Washington had promised to aid against Soviet aggression.

Fog Holds Blimp From Arctic Trip

Lakehurst, N.J. —P— The "Flying Sausage" remained bogged down in pea soup today, but its crew hoped to have it high and dry in the sky again soon.

The 343-foot navy exploration blimp, carrying a crew of 14 and a group of international geophysical year scientists, is bound for the ice island known as T-3, a floating weather station in the Arctic ocean.

If the expedition is a success, the ZPG-2 type blimp will be the first navy airship to fly over the north pole.

Bad Weather

But the flying sausage has been dogged by bad weather since it took off from South Weymouth, Mass. Sunday night on what was to have been first-leg flight to Churchill, Canada.

Foul weather along the east coast kept the blimp grounded for a whole day, and heavy fog delayed its departure from South Weymouth by 80 minutes.

When it finally took off, the Flying Sausage headed toward the Hudson river, its flight plan calling for it to follow the Hudson valley north to Canada.

But the blimp hit rough weather and a temperature inversion — a layer of warm air at a high altitude. This caused the helium gas inside the craft to expand.

Standby Basis

With fuel running low and some helium escaping, the flying sausage was sent to the nearest blimp landing field, the naval air station here.

Thick fog kept the blimp on the ground all day yesterday, and although its crew remained on a standby basis through the night, no flight plan had been filed by early this morning.

Crew members kept themselves busy refueling the ship and making minor adjustments.

Three-Year-Old Hikes Four Miles to Get Kiss From Working Mother

Milwaukee —P— In quest of a kiss, bold Richard spent three hours hiking four miles, trailing his mother to the factory where she worked Monday night.

Three-year-old Richard Thompson trudged up to the gate of the American Can company plant, confronted the guard and said:

"I want to see Mommy. She forgot to kiss me."

Mrs. Gladys Thompson, summoned from her job, bestowed a hearty kiss.

Then she telephoned her husband, Paul who works a different shift at the plant, to drive Richard home for supper.

Well-kissed, well-fed, tired Richard fell asleep in bed, content.

Today's Chuckle

Conscience doesn't keep you from doing anything; it just keeps you from enjoying it. (Copr. 1958)

Appleton Post-Crescent

Published daily except Sunday by the Post Publishing Co., 308 W. Washington street, Appleton, Wis.

ANDREW B. TURNBULL, President

JOHN R. RIEDL, Vice President and General Manager

VICTOR I. MINAHAN, JR., Treasurer and Editor

MARCELO E. CARTIER, Business Manager

KENNETH E. DAVIS, Secretary

Entered as second class matter Feb. 1930 at the postoffice at Appleton, Wis. under the Act of March 3.

Audit Bureau of Circulations

To Place A Want-Ad Dial 3-4411

Four Miles Underground Boy Swept Through Sewer Describes Harrowing Trip

Cleveland —P— What's it like to be swept along for more than four miles by a wave of rain water in a dark storm sewer?

Terry McGuire, 13, was one of four boys who took the unexpected underground trip Monday. They were playing in a creek which enters a large tunnel leading through the storm sewer. All four came out alive. They were soaked, scared and smelly.

Here's how Terry described the experience:

Big Opening

"We were playing at this great big opening in the ground, like a tunnel. We went in and walked a little way. Then we heard this water rushing down. We tried to get out, and the water just carried us down.

"I was sliding along in the water. I was sitting down like, and the water was up to my waist. Boy, it was really dark. I could see a manhole

above me only once in a while.

"My friends got ahead of me and the water started getting higher. It gradually was coming up to my chest. I was just about ready to give up. Then I saw this big opening like. The water slowed up. When I got to the big opening I was able to stand up and walk out.

"I was definitely scared. I was praying. I said the Act of Contrition, the whole thing."

Two of the boys, Fred Davis and Kevin McInerney, both 13, managed to cling to a ladder leading to a manhole cover about halfway along the route. Fred's brother, Thomas, 14, and the McGuire boy made the full trip.

Cleaned up in a hospital, the boys were given antibiotics and held for observation to be sure they had not swallowed any infectious material from the sewer sojourn.

Voters Go To Polls Today In Arkansas

Gov. Orval Faubus Hopes to Obtain Third Nomination

Little Rock, Ark. —P— Arkansas' tense gubernatorial race moved to the ballot box today with Gov. Orval Faubus hoping that his stand in the Little Rock integration crisis would sweep him to a third term Democratic nomination.

Faubus, who ordered state troops to block school integration, faced two opponents in the Democratic preferential primary which was expected to draw approximately 300,000 of the half million eligible voters in the state.

In strongly Democratic Arkansas, nomination is equivalent to election.

Should Faubus not win a majority in today's voting, he will face the runner-up in a runoff second primary Aug. 12.

The two candidates opposing the controversial incumbent—Chris Finkbeiner, 37-year-old Little Rock meat packing company executive, and Lee Ward, 51, of Paragould Ark., a state court judge — both conceded Faubus an excellent chance to lead the preferential ticket. But they pinned their hopes on forcing the governor into a runoff.

All three candidates made election eve appeals for support.

Psychologist Claims Unidentified Flying Objects 'More Than Rumor'

Alamogordo, N. M. —P— Dr. Carl Jung, Swiss psychologist, says in a report that unidentified flying objects are real and "shown signs of intelligent guidance by quasi-human pilots."

"I can only say for certain these things are not a mere rumor, something has been seen," Jung said in the report released Monday. "A purely psychological explanation is ruled out."

Jung, who started his research in 1944, released his report through the filter center of the aerial phenomena research organization here.

"I have gathered a mass of observations of unidentified flying objects since 1944," Jung said.

Physical Laws

"The discs do not behave in accordance with physical laws, but as though without weight."

"If the extra-terrestrial origin

of this phenomena should be confirmed this would prove the existence of an intelligent inter-planetary relationship. What such a fact might mean for humanity cannot be predicted, up to show the existence of a flying saucer or interplanetary space ship or that the objects sighted indicate developments beyond the range of current scientific knowledge or pose a threat to the nation's security."

The air force said last November investigations of 5,780 reported sightings showed the mysterious objects were balloons, aircraft, astronomical phenomena, birds, fireworks or hoaxes among other things.

Whether Your Problem Is Hot or Cold . . .

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THEY HAVE THE EQUIPMENT, TOOLS and ORGANIZATION TO MEET and REMEDY ALL OF YOUR HEATING and AIR CONDITIONING REQUIREMENTS.

AUG. WINTER & SONS

HEATING & AIR CONDITIONING

1216 W. Wis. Ave. Appleton Ph. 4-7144

Usual Division Of East, West At Conference

Congressman Sees Little Evidence of Meeting of Minds

Rio de Janeiro, Brazil —P— The current conference of the interparliamentary union, dedicated to aiding peace by a frank exchange of views among the world's lawmakers, has done little to narrow the breach between the communist and non-communist worlds.

This was the opinion of delegates and observers at the conference, now in its sixth day. The meeting of more than 300 legislators who do not speak officially for their 49 nations, ends Friday.

Usual Division

"There is the usual division between east and west," said Rep. Kenneth B. Keating (R-NY). "I haven't seen very much evidence of a meeting of minds."

"The Russians are being very intransigent and, although the Poles for example are more mild than usual, the communist nations are mouthing the same lines."

"The best service this conference could do from our point of view is to bring the non-committed countries closer to our side," Keating added.

Rep. Katharine St. George (R-NY), present at the interview with Keating, agreed with him.

The wide divergence of views appeared in Monday's debate on resolutions calling for disarmament agreements and creation of an international police force.

Police Force

Keating and Rep. W. R. Poage (D-Texas) explained the U.S. position favoring an international police force and unlimited inspections to cover any agreement to halt nuclear weapons production or tests.

Soviet delegates charged an international police force could serve as an imperialist weapon to interfere with the internal affairs of small nations. They accused western delegates of making unwarranted attacks on communist nations.

"If we were to enter into the same paths of recrimination," said Konstantin Goubin, a Soviet deputy and chief editor of the Soviet government newspaper Izvestia, "we would recall Guatemala, Cyprus and Algeria."

Teens Build Phone Lines Underground

Pittsburgh —P— Three teenage boys, described by police as "absolute geniuses in making electronic devices and trouble for themselves," are in the custody of juvenile authorities today on charges of stealing and tampering with telephone company equipment.

Acting on a tip, police took the youths into custody Monday. Officers said the boys had built their own phone exchange in an underground telephone tunnel with hundreds of dollars worth of equipment stolen from the phone company.

The arrests climaxed a year-long investigation by police and phone company detectives. The company's electronic equipment was unable to trace the source of long distance calls made from somewhere in the city's Highland Park section. Linemen tried to trace the calls by making a pole-by-pole check in the area but had no luck.

Police also had received a number of crank calls.

"We never dreamed they had gone underground," said a phone company detective.

Name New Yorker To Pilot First U. S. Flight Into Space

Hollywood —P— The man now designated to be America's first venturer into space is a poised New Yorker who takes the assignment in easy stride.

Sometime within the next two years, if everything goes according to schedule, Air Force Capt. Robert M. White will be piloting the X15 higher than man has ever flown.

The air force predicts the research plane now under construction will have an altitude potential of 100 miles.

It wasn't until last weekend, when his good friend Capt. Iven C. Kincheloe was killed in a jet crash, that White knew he would be replacing Kincheloe as the No. 1 man in the highly secret X15 program.

Prior to that, he had been Kincheloe's "backup pilot."

How does he feel about his new status?

"I'd feel fine about it if it had come about in any other way. As an individual Kincheloe cannot be replaced. He was an entity in himself."

How did he get started in aviation?

"When World war II began, I was 17 and I decided I wanted to fly."

Tanned and trim, White has a handsome combination of blue eyes and brown hair that makes him look younger than his 34 years.

His natural poise is backed up by experience—4,200 hours as a pilot, including 52 combat missions in World war II and Korea.

It was during the Korean war that White made application for the flight test center at Edwards Air Force base, his station the last four years.

Town Declares Private War on The U. S. Army

Albany, N. Y. —P— The town of Guilderland has declared war on the army. The brass won't loan the town a spare bridge.

The battleground is a spot on Normanskill creek, where a bridge crumpled June 8 when a heavy civilian truck rumbled across.

Town officials asked the army for a Bailey bridge as a temporary replacement. It's next move is up to the army.

Washington Car Dealers Face Charges of Price Conspiracy



Children Swim in the Streets of downtown Norfolk Monday after a series of afternoon thunderstorms flooded the streets and tied up traffic for hours. (AP Wirephoto)

Church Protests Police Invasion of Monastery

Catholic Shrine at Warsaw Contained Vows of Allegiance by Million Poles

Warsaw, Poland —P— Roman Catholic officials have protested a police invasion of a monastery housing vows of church allegiance by a million Poles.

The raid came after a demand by the state prosecutor for information on the Institute of National Vows founded by Stefan Cardinal Wysinski, Roman Catholic primate of Poland.

The church charged that police broke down the gates of the Jasna Gora (Golden Hill) monastery, a national shrine, and stripped the institute offices there of books, records, and tape recordings.

A spokesman for Cardinal Wysinski said the police beat a man who tried to stop them and that three truckloads of reserves dispersed a crowd of protesting pilgrims with clubs.

A million Poles made a pilgrimage to the monastery in August 1956 and took vows of allegiance to the church which were kept in the institute.

Two months after the pilgrimage, the communists released Cardinal Wysinski from house arrest where he had been held for three years. That was the beginning of an uneasy truce between the communist regime and the church, a truce that seems endangered by the current crisis.

Police made their raid July 21, the church statement said. A protesting letter from Bishop Zdzislaw Golinski of Czestochowa was read in all of Warsaw's churches Sunday.

The Institute of National Vows was set up to organize pilgrimages in preparation for the celebration in 1958 of the 1,000th anniversary of Christianity in Poland. The government has charged that the pilgrimages were being used for anti-communist propaganda and that the institute was distributing uncensored leaflets.

The church countered that the institute was a social organization exempt from censorship. Church officials said the raid was made before they had replied to the government demand for information on the institute.

keeps several at a big supply depot in the town.

Sorry, the army replied, we can supply one only in the event of a major disaster.

Last night the town board voted unanimously to barricade a road leading from the bridge to a National Guard firing range.

Guardsmen have been fording the creek to reach the range. With the road barred, they would be forced to climb the barricades or trespass on private property.

Will the cold war become hot? Target practice is Sunday, and town officials say the next move is up to the army.

U. S. Pushing Its Probe of Auto Market

Washington —P— Forty-two car dealers in the Washington area faced charges today of conspiring to jack up the price of new cars in violation of anti-trust laws.

Indictments returned Monday by a federal grand jury also accused the dealers of collusion in setting artificially high prices for parts and repairs.

The indictments were the first returned in a justice department probe of car pricing practices. Other grand juries are investigating the car markets in New York, San Francisco, Cleveland and Detroit.

Indicted here were the area's 17 franchised Ford dealers, the 14 Chevrolet dealers and the 11 Oldsmobile dealers. In addition, the Ford Motor company and the Greater Washington Chevrolet Dealers association cooperative were charged with joining the conspiracy to fix prices to the detriment of open competition.

Basic Charge

The basic charge was that each of the three groups of dealers conspired to set minimum prices "substantially in excess" of those recommended by manufacturers.

The charges were denied by several of the dealers and by the Ford Motor company.

The dealers said the only agreement ever entered into was one setting up a suggested asking price for cars. The asking price, they said, was never the selling price because of varying trade-in allowances and discounts.

In Detroit, William T. Gossett, vice president and general counsel of Ford, denied that the car manufacturer had entered into agreements with its dealers to set the price of parts and accessories.

German Occupation Law Out of Effect

Bonn, Germany —P— The postwar allied occupation law banning the Nazi party in Germany went out of effect today.

It was declared void in West Germany's official Federal Gazette.

That did not mean Germans could wave the swastika again or declare publicly that Hitler was a fine fellow. The occupation law has been replaced by constitutional provisions outlawing any movements against democratic order, whether from right or left.

WHO'S AIDA?

It Could Be Worth \$50 To You To Know! See Special Tabloid In Tonight's Post-Crescent

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Model NX

For Only \$99.00 (With Trade)

Only \$9.00 Down

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Proven In Over 12 Million Maytag — To Get Clothes Really Clean

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PAINT IT!

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MONTGOMERY WARD

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Just \$5 DOWN, \$14 a month

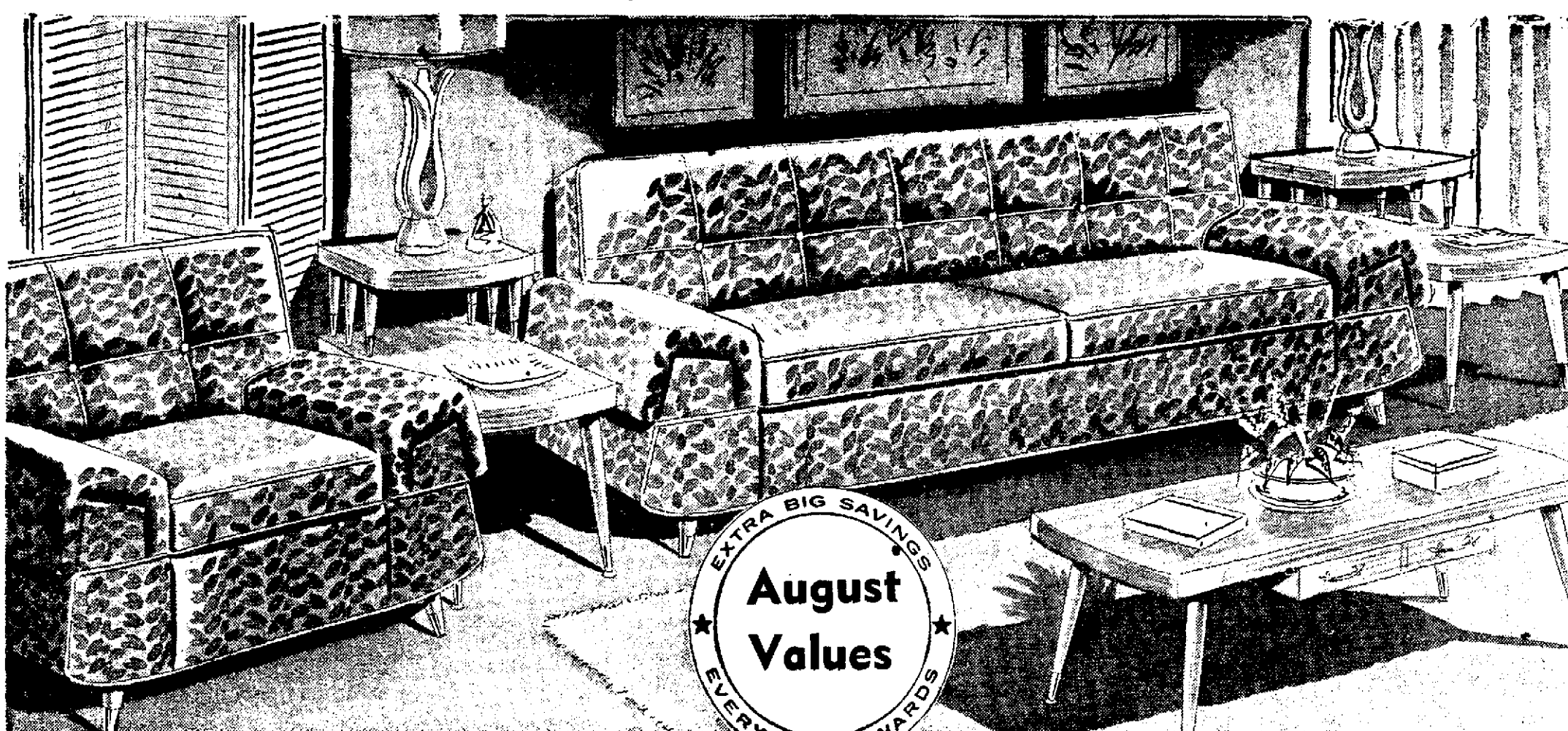
- Up-to-the-moment styling—sofa and chair!
- Expensive welting on seats, backs, arms! 60" seating area—seats 3 comfortably!
- Beautiful rayon frieze cover—choice 5 decorator colors!

Wards 2-piece suite is designed to give the utmost in wear and comfort! Modern slanted arms PLUS the firm comfort of real foam rubber cushions! Turned legs have smartly styled brass ferrules. Shop Wards—you save!

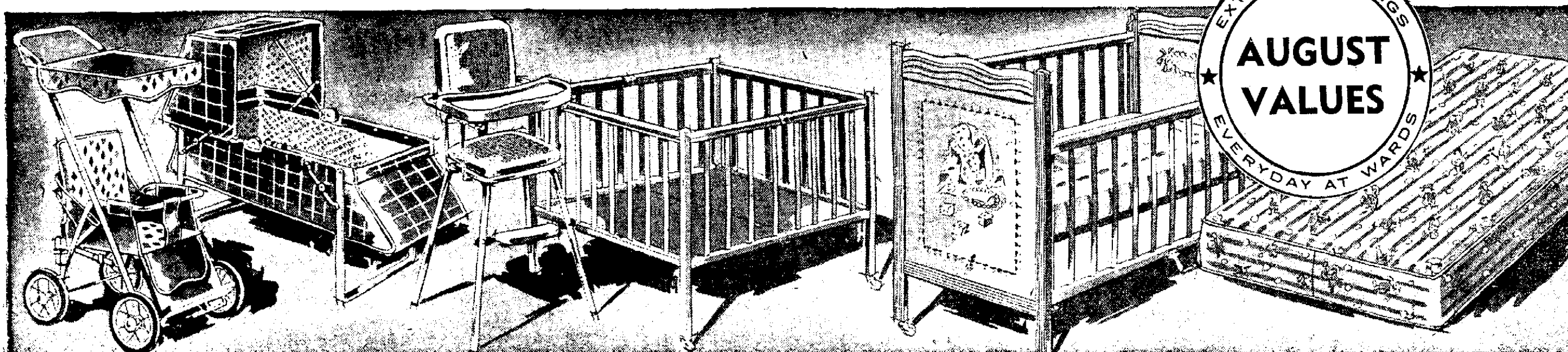
SALE! Coffee or step table

Glamorous limed oak finish
:: gleaming brass floor
glides on tapered legs:
Drawer in coffee table.

17⁸⁸ each



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EXTRA BIG SAVINGS
AUGUST VALUES
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Stroller
Reg. 12.95
10.88

Convertible... adjusts to sleep position. Strong yet lightweight steel frame. Folds compactly :: easy to carry or store.

Folding Car crib
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7.88

Easily converts to car seat. Detachable hood protects baby from sun and drafts. Lightweight steel frame.

High chair
Reg. 12.95
9.88

For children, 6 months to 6 years. Converts to youth chair. Triple-plated chrome steel. Plastic upholstered seat and back.

Play yard
Reg. 14.95
11.88

Sturdy maple with plastic teething rails. Folds for storage. Easy to move to any room on swivel casters. Smoothly varnished.

6-yr. size crib with double drop sides

Toe-touch lowers either side. All hardwood with choice of wax birch or maple finish. Plastic teething rails.

26⁸⁸

Only 10% down on items over \$20... only \$5 down on items over \$50

105-coil crib mattress
6-yr. size, reg. 14.95

High coil count gives firm support to baby. Extra padding for soft surface. Waterproof, tear-resistant plastic cover.

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\$5 DOWN

8-pc. adult size bunk bed
maple or limed oak.. **SALE!**

Includes: 2 fine mattresses, 2 springs, 2 beds, ladder, and a safety guard rail. Use as bunk bed or twin beds where room permits. For cottage, child's room, wherever sleeping space is important! Solid hardwood construction! **SALE! Matching 6-drawer chest, only 49.88**

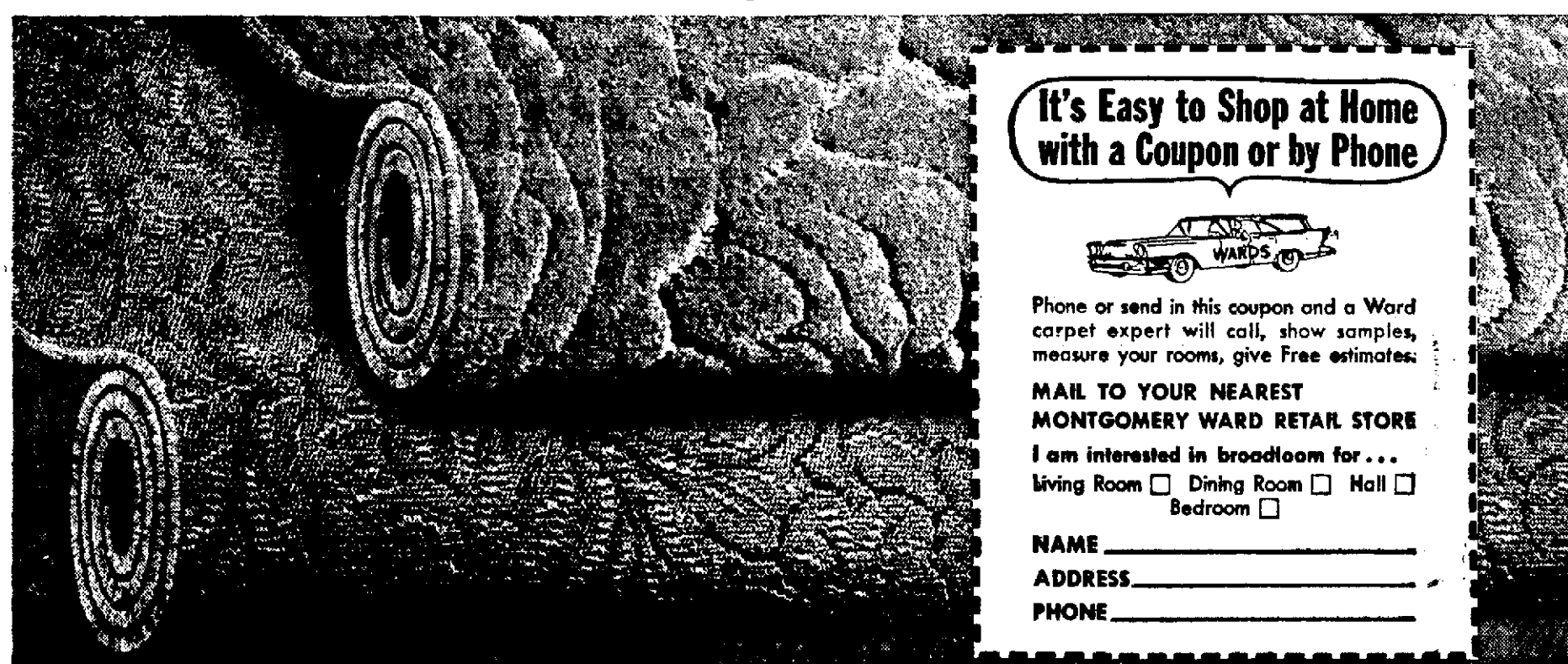
\$88

Save more—buy chest and bunk bed!

Now, during this sale, save more! Both chest and beds complement each other and save space too! It's a really great Wards special, hurry in!

Only \$5 DOWN **\$137**

FREE padding & installation



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Phone or send in this coupon and a Ward carpet expert will call, show samples, measure your rooms, give free estimates.

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Here's all the brawn you want to ward-off constant foot traffic... the beauty you want to show off your finest furnishings! Premium imported wool has dense loop-pile. Choose nutria, beige, gray or green. Choice of 9', 12' and 15' widths. 12x15' size...\$199 15x18'...\$298.50

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Richly carved—everything you expect in quality broadloom! Wonderful wearability! 70% imported wool bolstered with 30% nylon for even greater wear resistance. Beige, sandalwood, nutria, gray, briarwood, green. 9', 12', 15' widths. 12x15' size...\$250 15x18'...\$375

1250
Square Yard

AAL Moves Into Automation Age

Add Electronic Computer; Expect Complete System in Few Years

With the introduction this year of a data-processing system centered in a computer, the Aid Association for Lutherans is one of the largest electronic machine users in the Fox Cities, Donald Bickie, International Business Machine representative, says.

AAL's "brave new accounting world" of automation is explained in the July issue of its trade magazine, The Correspondent.

The new 650 IBM computer

St. Joseph Band Pupils Plan Concert

Summer band students at St. Joseph Catholic school will give an outdoor concert at 4 o'clock Sunday afternoon in the school yard. The performance, featuring light pops music under the direction of Francis N. Scholtz, is free and open to the public.

One of the features will be a clarinet quartet, comprised of Anne Vander Loop, Carol St. Cyr, Mary Ann Stoegebauer and Barbara Mueller. First, second and third bands also will perform.

About 128 youngsters participated in the summer music program, concluding its seventh year.

Troubles Plague Youth, Cost Him \$30 for Conduct

James Collins, 18, 1020 W. Fifth street, who got into difficulties twice early this morning, was fined \$30 by Municipal Judge Oscar J. Schmiede.

Collins was arrested by Appleton police for disorderly conduct after he was found yelling to no one in particular in the 800 block of W. Lawrence street about 2:45 this morning.

Earlier, he was involved in a fight with Richard Procknow, 18, 116 S. Locust street, police said. Neither youth would admit fighting, although police said Collins looked as if he lost. Collins is a soldier.

Jerry H. Denman, 27, 326 E. Wilson street, was fined \$25 for disorderly conduct. He was arrested shortly before 3 o'clock Sunday morning after police made a second trip to his home to quiet a family argument.

Want To Win \$50?

See Easy Contest Rules in Buying Habits Tabloid in Tonight's Post-Crescent

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Convict Slain in Battle With FBI

Columbus, Ga. — Two escaped convicts, a police net tightening on them, tried to shoot their way to freedom yesterday. One was killed and the other wounded during a brief, frantic gun battle.

W. C. Goss of Columbus, an agent of the Georgia Bureau of Investigation, was pistol-whipped and shot at by one of the desperadoes but was not seriously injured. None of the shots hit him.

"I guess I've been in a lot of tight places," Goss said, "but that was the closest call I've ever had."

James Patterson, 32, of LaGrange, serving 8 to 19 years for robbery, burglary and auto theft, died in a fusillade after he had fired three shots at Goss and missed.

The other convict, John W. Rose of Buchanan, cried out "I give up," then grabbed a sawed off shotgun. Gunfire brought him down, critically wounded. Rose, 32, was serving 10 to 15 years for auto theft.

He and Patterson escaped this month in separate breaks from a work camp. They were spotted near here by lawmen yesterday and followed to Columbus.

Khrushchev Not Wanted in Phoenix

Phoenix, Ariz. — Soviet Premier Nikita Khrushchev won't be encouraged to visit Phoenix.

The city council Monday night split sharply on a proposal to welcome Khrushchev if the state department approves his touring the inland United States.

"He's a murderer!" said Faith I. North, only woman member. Others echoed her view.

But councilman David Jones shattered the unanimity with, "If he's good enough for the United Nations, I don't know why we shouldn't have him."

Said Mayor Jack Williams, "Nope, we're too badly split."

N. Oneida Street To Remain Closed

N. Oneida street will remain closed from E. MacArthur street to Highway 41 until the end of the week, Director of Public Works Edwin J. Duszynski said this morning.

Installation of sanitary sewer should be completed today, but work has begun on water mains. When this is completed the street will be opened until storm sewer work starts and the street is paved.

BELIEVE IT OR NOT

OLD STONE HEAD
Middletown,
NATURAL
ROCK
FORMATION

A ROBIN'S NEST
WAS FOUND IN THE EMPTY SKULL OF JAMES PRICE - A ROBBERS WHOSE BODY HAD BEEN LEFT ON THE GALLIES FOR 30 YEARS
TRAFFORD GREEN, ENGLAND 1820

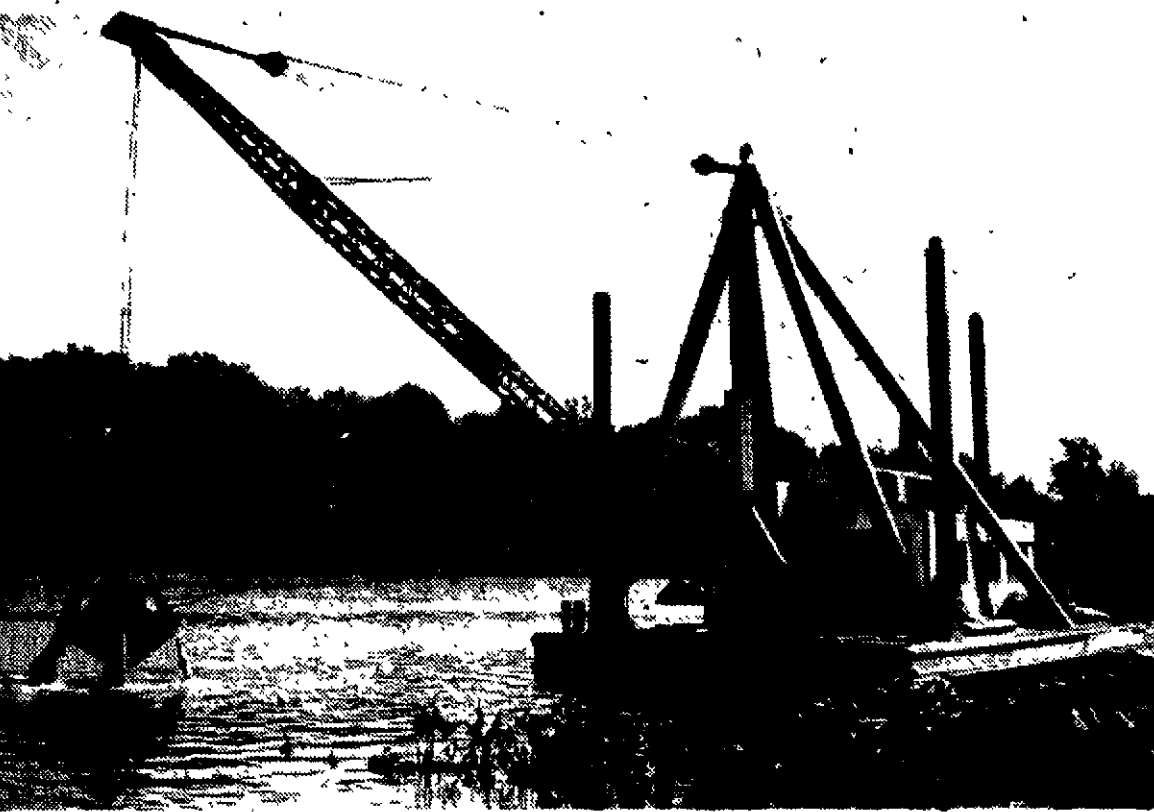
GENERAL JOHN MEAD (1725-1790) OF Greenwich, Conn. A HERO OF THE AMERICAN REVOLUTION BECAME SO STOUT THAT HIS TAILOR FITTED EACH NEW VEST HE MADE FOR THE GENERAL BY BUTTONING IT AROUND 5 MEN

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\$50 To \$5000 MONEY IN MINUTES



A Dredge of the C. R. Meyer and Sons Construction, Oshkosh, pulls a bucket of mud and silt from the bottom of the Lutz park lagoon. Dredging began Monday morning. The lagoon will be deepened about four feet and the boat launching area enlarged. Cost of the work is \$1,500. (Post-Crescent Photo)

To Supplement Supplies

Beloit Scientist Says World Should Develop Solar Power

Beloit — "We must develop solar power — and soon — if we are to avoid a world war over dwindling oil, gas and uranium supplies," a Beloit college professor says.

Dr. Edward C. Fuller, chairman of the chemistry department, warned that within 10 years this country will have to start relying on synthetic oil and that in 30 years U.S. needs for gas will cause a deficit.

He also noted the future of water power is limited, the cost of dwindling coal supplies will continue to rise and just one-fifth of energy requirements are being met by electricity.

To illustrate the potential of solar energy, the Beloit scientist pointed out the solar energy falling on America is 2,000 times the nation's current energy consumption. "The solar energy falling on the Mojave desert alone, if used at only 1 per cent efficiency, would supply one and a half times the present U.S. need."

In contrast, if all known fuels in the world were burned in one huge bonfire, it would equal the energy supplied in three days of sunshine, he explained.

Efficient Use

He said the sun's power could be used efficiently to heat homes, to cook food and to distill drinking water. He also not-

ed progress in America and Russia in construction of solar furnaces and in development of solar engines for power.

Among suggestions by the Beloit professor was one to continue development of phosphorescent paints for building interiors which could absorb light during the day and then release it for use at night.

"In our use of energy we are like Goldilocks and the three bears," Dr. Fuller said. "Nuclear energy is 'too hot,' sunlight is 'too cold,' and coal, oil and gas are 'just right' so we're gobbling them all up."

Plant Errors in Tulsa City Payroll Checks As Trap for Officials

Tulsa, Okla. — One city hall employee said it was "hilarious," but another called it "ridiculous."

Others weren't saying anything about the trap in which more than 50 errors were planted in the payroll to see if officials check them before affixing their signatures.

The results?

Mayor James L. Maxwell signed his office's payroll reducing the pay of his administrative assistant from \$287.50 to \$267.50.

Finance and Revenue Commissioner Fay Young gave himself \$7.50 instead of \$375.

Police and Fire Commissioner Robert L. Mawhinney gave himself \$250 instead of \$375.

Young wasn't amused. He plans to take the trap up with the city commission.

Texas Zoo Finds Fugitive Cobra

Waco, Texas — The bad boy of the Central Texas zoo, a 5-foot Egyptian cobra named Clarence, tamely submitted to capture Monday night after 13 and one-half hours of freedom.

The gray and yellow snake, whose bite can be fatal in 26 seconds, escaped yesterday. A zoo visitor spotted him crawling along a shelf near his cage.

Zoo employees moved all animals from the building, bored holes in the floor and used a fogging machine but couldn't find the elusive fugitive.

Last night as they took up the floor plank by plank they spotted the cobra in a corner under the building, slipped wire loops around his head and body and returned him to his cage.

Zoo officials said the cobra apparently had slipped through a crack in the top of the cage. They fastened a piece of wood over it.

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Find Bodies of Four World War II Airmen In New Britain Area

Brisbane, Australia — The bodies of four World War II U.S. airmen have been found in the wreckage of their planes in the New Britain jungle by the Australian air force.

The wreckage of a P38 Lockheed Lightning fighter was found nearly buried in 14 feet of soft soil with one body in the wreckage, Wing Cmdr. Keith Rundle of the Amherst air force base reported today.

Within 12 miles, the Australians found a B25 Martin Mitchell bomber and a navy Grumman Wildcat fighter which had been shot down. Three bodies were found in the

Red Lead in Weapons Widening Still Further

Arms Advance Causes Present Disarray In Diplomacy, Middle East Catastrophe

BY JOSEPH ALSOP

Washington — Much too little attention has been paid to the most ominous single aspect of all the dark and ominous events of the past fortnight. In brief, the British and American governments agreed to Nikita Khrushchev's proposal for a summit meeting under a naked threat of force.



Alsop

Secretary of State John Foster Dulles, playing his peculiar role of the only tussock in the field swamp, did not wish to do this. In former times, no self-respecting government would have accepted a note from another government containing such a crude threat as Khrushchev's reminder that "the Soviet Union . . . possesses atomic and hydrogen bombs, an air force and a navy, plus ballistic missiles of all types, including intercontinental ones."

Such a note would have been coldly returned to the ambassador who presented it; and this is what Dulles wished to do with the Khrushchev note.

As everyone knows by now, Dulles was restrained from following this old-fashioned impulse. Prime Minister Macmillan and Foreign Secretary Selwyn Lloyd were determined to accept Khrushchev's invitation, although Lloyd ruefully admitted the language was somewhat impolite.

Public Humiliation

The least bad result will be to add public humiliation to the great defeat the western nations have already suffered in the Middle East. For the British, moreover, the results can be much worse than this.

Britain's only Middle Eastern policy now consists of a desperate resolve to hold the little oil-rich sheikhdoms of the Persian gulf at all costs, and by military occupation if need be. This is not the sort of policy that is aided by public palaver, even with friends. Khrushchev and Nasser are not friends. They will surely seek to frustrate the British policy, and they will have many opportunities to do so.

Why on earth, then, were the normally sensible British leaders, Mitchell bomber. There were no bodies in the Grumman. All of the bodies were brought out of the jungle and a report is being made to U.S. authorities.

ers so anxious to expose themselves in this seemingly lunatic manner?

The answer is not that Macmillan and Lloyd were directly menaces, any more than Dulles was intimidated. But the menaces are still the key to the answer. For Macmillan and Lloyd were in fact responding to the British public's passionate hankering for another summit rally.

First Cause

It is no use blaming the British for an instinctive reflex which is also beginning to be noticeable in some quarters in this country. The only useful thing to do is to look at the first cause. We could not of course have halted the progress of Soviet weaponry. But we could at least have made the needful effort to maintain the American lead, which still existed in 1953.

Instead, we permitted the American lead to be transformed into a Soviet lead. Right there is the first cause of the recent catastrophe in the Middle east, and the present disarray of our diplomacy.

Furthermore this is a moment that reminds one of the famous question Winston Churchill asked long before the first Soviet atomic bomb was tested: "If this is what they do in the green wood, then what will they do in the dry?"

For the warning of the sputnik has not been heeded by the American policy-makers.

No real effort is being made to prevent the Soviet lead from widening still further; it is in fact widening at a terrifying rate. No graver statement, more directly contradictory of the promises of our leaders, could be made at this time. But hard proof will be offered in the next report in this space.

(Copyright 1958)

Before You Diet . . . THINK!

Do you overeat? Are you thinking of going on a diet? You better think twice before you do. It's more than just cutting down on your food; as this article in August Reader's Digest points out, you need to understand why you overeat. You may even be one of those people doctors say are "better off overweight."

Don't miss "Think Before You Diet" in August Reader's Digest. It's just one of 35 interesting and informative articles in this issue. Get August Reader's Digest—on sale at newsstands now.

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Addict Can't Be Determined Until He Drinks

Priest Lists Phases, Symptoms of Disease For Optimist Club

A person has no way of knowing before he starts to drink whether he'll be an alcoholic, the Rev. Harry E. Hoewiseher, S. J., told the Optimist club Monday.

For this reason, he said, everyone should be aware of the problem and know the symptoms of the disease.

The Rev. Hoewiseher, Cairo, Ill., has had training in psychiatry and hospital work. He is now teaching summer school at Loyola Villa, Wau-paca.

"Most people don't have any clear notion of what alcoholism is," he said.

Alcoholism is not just prolonged and steady drinking, since people with the disease have not only some problem of excessive drinking, but also some problems resulting from this drinking — as in their financial or social lives — and they usually can't stop drinking without outside help, the Jesuit said.

This is "not strictly a moral problem or a matter of will," he said, and it is a mistake to try to shame an alcoholic into sobriety.

No Psychological Test
The Menninger clinic, the country's largest psychological clinic, has found no psychological test to determine whether a person is an alcoholic, but an alcoholic, the priest said, usually fits into one of two categories:

A primary addict is one with emotional difficulties which would not be cured even if he stopped drinking. He is a neurotic who uses drink as an escape from his problems.

A secondary addict is a relatively well-adjusted person with no pathological neurotic problems. He likes liquor and its effects and drinks socially, but gradually shows the signs of alcoholism.

Symptoms of Alcoholism
A secondary alcoholic becomes more careless at work, more thoughtless of his family, more demanding as a friend and more aggressive as a neighbor. In the preparation phase of alcoholism he has a blackout and the next morning he is not able to remember what he did the night before.

In the early chronic phase this alcoholic begins to drink in the morning and when he reaches the late chronic stage he has little or no control over his drinking.

The extent of this problem is illustrated by the 3,876,000 reported alcoholics in the country last year, the Rev. Hoewiseher said.

Drinking among adolescents is higher than ever before, he added, and "they have enough emotional problems without adding alcohol to them."

Adolescents, he said, live under tremendous pressure but don't have the experience of adults to handle problems and start to drink.

Appleton Teacher Wins Scholarship To Iowa Institute

Neal Precourt, an Appleton teacher, was among 55 junior and senior high school science instructors to win full scholarships to a summer institute at Drake university, Des Moines, Iowa.

Precourt, who teaches science at Wilson Junior High school, attended the conference, from June 9 to July 18 as the guest of the National Science Foundation, sponsor of 90 summer sessions around the nation. He was the only Wisconsin teacher chosen.

The program aims to broaden subject matter knowledge of teachers and increase their ability to motivate students. On the agenda were field trips, lectures by prominent scientists and classes in physics, chemistry, biology and mathematics.

Selection of the 55 scholarship winners was made from 550 applicants.

Young Patient Stamford, Conn.—(AP)—Among the patients given emergency treatment at a Stamford hospital recently was a 19-month-old boy who had cut his hand while playing with a knife.

To Place A Want-Ad
Dial 3-4411

Floor Coverings Street Floor

Clearance on Room Size and Short-Roll Carpets

1 Sandalwood Wool Trendex (15 x 15'6") 184.68

1 Sandalwood Wool Trendex (15 x 14'6") 172.82

1 Grey Wool Wilton (12 x 11'6") \$99

1 Axminster Floral (12 x 12') \$169

1 Royal Wool Beige Tweed (12 x 15'10") 194.20

1 Royal Wool Black and White (12 x 15'6") 184.69

1 Nutria Visco (12 x 12') 79.95

1 Gold Wool Trendex (12 x 13'9") \$199

1 Green Wool (12 x 19'7") \$169

1 Karastan Wool Twist, Beige (12 x 15'8") \$229

1 Green Visco (12 x 15'6") 99.50

1 Green Wool Wilton (12 x 15'8") 149.50

1 Nutria Wool Nylon (12 x 14') \$169

1 Grey Wool Wilton (12 x 13'4") 139

1 Green Wool Wilton (12 x 11'8") \$159

1 Green Wool Wilton (12 x 10'9") 119.95

1 Gold Visco (12 x 11'8") 79.95

1 Wool Tweed (12 x 12') 79.95

1 Nutria Heavy Wool Wilton (12 x 11'6") 159.95

1 Wool Trendex (12 x 10'9") \$129

1 Wool Wheat (12 x 8') 99.50

6 Wool Blend Hook (9 x 12') 39.95

3 Viscos (9 x 12') 49.95

40 rolls Linoleum — in fine colors and patterns. Rolls large enough for complete room 1.89 sq. yd.

Clearance on Vinyl Asbestos — Drop colors and small quantities. (9 x 9") 10c each.

Clearance on Armstrong Asphalt Tile — Broken cases and small quantity amounts. All colors (9 x 9") 5c ea.

All Wool Broadloom Carpeting 400 sq. yds.

• Beige Tweed

• Brown Tweed

• Grey Tweed

Mohawks — Dense all wool pile in fine decorative colors. It's smart to choose all-wool carpeting for long wear and shading. This loop carpet hides foot print and traffic lanes.

Low-Low Price... Installed 6.95 sq. yd.

New Store for Floor Coverings

Fine Quality Color Gay Rugs —

24 x 36" \$2

24 x 48" \$4

27 x 54" \$5

36 x 60" \$6

48 x 72" \$10

Cotton Loop Pile Scatter Rugs

27 x 45" 1.50

36 x 60" \$4

48 x 72" \$6

Gloves First Floor

48 pr. Kiddie's Gloves — White, red, yellow — nylon and cotton.

Reduced to 69c and 89c

Handbags Street Floor

48 Summer Bags — Straws — Vinyls — Linens — Patents. Values to 7.98.

Priced to clear at \$1 to 3.99

Blouses Street Floor

139 Misses' and Women's Blouses — famous make, slight irregulars. Cotton knit or cotton, sleeveless and short-sleeve styles. Sizes 32 to 38. Priced to clear ... 1.55, 2 for \$3

Handkerchiefs Street Floor

24 Pin Cushion or Boudoir Pts. Reduced to .. 50c

Kiddies Print Hankies 10 for \$1

Selection of Misses' and Women's Better Dresses City and Country Dresses

Values just too good to pass by! Cottons — one and two piece styles.

Now \$7

Better Dresses — Second Floor

Scarfs, Neckwear Street Floor

137 Scarfs — 18 inch, 24 inch, squares, long scarfs. Solid colors and assorted prints 4 for \$1

38 Collars — Jewel trims, assorted styles 99c to 1.99

112 Pieces Playwear — Knit tops, Head scarfs, Tee-tops, Bras, Midriffs, Skirts, Jamaicas, Shorts, Novelty tops. Broken sizes 10 to 18 .. 25c to 2.99

28 Cotton Pinafores — floral prints shirred elastic back, sizes S-M-L-XL 1.99

Daytime Dresses Third Floor

200 Daytime Dresses

2 for \$5 or 2.59 Each

Sunbacks Prints Sleeveless Plaids Jacket Stripes Dresses Checks Full Skirts Solid Chemises Colors

Broken Sizes 5 to 15 — 10 to 20 — 14 1/2 to 24 1/2



E.O.M.

Please No Mail or Phone Orders

starts Wednesday...9 a.m.

Clearance

Boys' Wear First Floor

45 Boys' Boxer Shorts — Assorted colors, sizes 6 to 10. Not all colors in all sizes 50c ea.

Tumble Table — Anything on this table including ... Sport Shirts, White Dress Shirts, Pla - jeans, Knit Shirts, Swimwear. Come and pick your bargains \$1 ea.

100 Initial Stretch Sox 3 pr. \$1

50 Summer Weight Pajamas — sizes 6 to 12 1.59

Men's Store First Floor

45 Men's Slacks — Washable, size 30 to 42. Broken lots and sizes. Reduced to 2.99

400 Men's Swimwear — A large assortment of colorful Boxers, Briefs and Reversible. Sizes S-M-L only 99c ea.

Tumble Table — White Dress Shirts, Colored Sport Shirts, counter soiled Tee Shirts and Long Sleeve Sport Shirts. All items on this table \$1 ea.

Men's Slacks — sizes 30 to 40 ... 3.99

Luggage Downstairs Store

47 pcs. Famous Wheary Luggage for Women — Clearance ... Buy now and save on every piece! Choose from 3 colors — Blue, Grey, Tan. Broken color and style ranges, however many pieces come in matched sets.

6 Train cases Now 18.79

12 Weekend cases 21" Now 18.79

8 Pullman 24" Now 22.49

5 Pullman 26" Now 29.99

9 Wardrobe 21" Now 32.29

3 Fitted cases Now 26.39

4 Hat Boxes . Now 15.71

Stationery Downstairs Store

Clearance Table of:

• Stationery

• Notes

• Ribbon

• Leather Items

• Calendars

• Address Books

and many other small stationery items

10c to 1.98

Sportswear Second Floor

Matchmate Coordinate Playmate — Blouses, skirts, pedalpushers, shorts, Bermudas, playuits. Sizes 10 to 16 \$1 each

Famous Brand Swimwear — Entire stock greatly reduced. Sizes 10 to 18 .. 8.63 - 10.63 - 11.30 - 11.97 - 13.30 - 15.30

Women's Blouses — All summer styles. Sizes 32 to 38 \$1 - \$2 - \$3

Summer Skirts — Entire stock, linens and cottons in prints and solids. Sizes 8 to 18 \$2 - \$3 - \$5

Famous Name Sportswear Reduced!

• Pedalpushers

• Bermudas

• Shorts

• Tee Shirts

• Blouses

Sizes 10 to 18

\$1-\$2-\$3-\$4

Odds and Ends in Sportswear — including Pedalpushers — Shorts — Bermudas — Tee Shirts \$1 to 1.99

Reversible Poplin Jackets — washable. Broken sizes and colors \$10

Draperies, Curtains Fourth Floor

Clearance Drapery Novelty Goods — 36" Novelty Prints 59c yd.

48" Drapery and Slipcover Material — plains and prints .. 99c to 1.99 yd.

Clearance of odds and ends of Drapery and discontinued styles

Brass or White Cafe Rods 39c and 79c ea.

Traverse Rods — as is 50c up

Plastic Tape Blinds \$1 ea.

Table of Remnants — Single Draperies — Curtains and Slip Covers. Reduced for Clearance!

Ready-to-hang Draperies — marked for clearance 3.99 to 8.99 pr.

Some in wider widths, plain and prints to 29.98

Exceptional Designer Dresses

Surprise priced too!

Top makers career and cocktail dresses ... perfect for mid-season wear. Misses and women sizes.

\$18

Prange's Dresses — Second Floor

Cosmetics Street Floor

Toiletries Greatly Reduced! Odd lots and discontinued items .. 25c to \$3

Notions First Floor

10 "Chic" Vibrator 4.99

32 Oven Mitts .. 79c pr.

15 Blue Luster Rug gal. 2.50, 1/2 gal. 1.49

12 Super Market Shopping Caddies 1.99

10 Slim-R-lizers ... 2.98

Odds and Ends of Notion Items at 1/2 Price or Less!

Clearance Gift Items

• Crystal

• Brass

• Pottery

• Ceramics

Also many items, odd lots, at a great savings.

19c to 3.99

Housewares Downstairs Store

Electrical Appliances Reduced to Clear

List Price E.O.M. Price

• Percolators 21.95 11.99

• Skillet with cover 21.95 12.99

• Toaster 27.50 15.00

• Egg Cooker 15.95 9.99

• Wall Clocks 3.98 2.99

5.98 4.49

7.98 6.50

Millinery Second Floor

2 Groups of Summer Millinery. Reduced for Clearance \$1 & \$2

Lingerie Third Floor

70 Romper Baby Doll Pajamas — Cotton plisse, elasticized stay-up top, detachable strap, in pink or blue, sizes S-M .. 1.99

Matching Top-Over — can be worn as sleepcoat or hospital coat 1.99

Also one group of short sleepwear reduced from our regular stock 2.99 to 3.99

123 Shadow Panel Half Slips — No iron, half-slips, two styles of Cotton-Dacron-Nylon blend ... sheath skirt with slashed hemline ... or embroidered ruffle at hemline. Color or white, sizes S-M-L, average length 1.99

25 4-piece Pajama Set — consists of solid color Bermuda short, pajama pant and candy striped blouse and coat. Easy care satin set cotton broadcloth ... smartly styled . set 4.99

Clearance of Summer Loungewear

3-piece Lounge Sets.

Blouse, Bermuda short and dirndl overshirt.

Dusters

Brunchcoats

Backwraps

Patio Loungers

Jumpsuits

TV Lounge Pajamas

3.99 to 5.99

200 Summer Dresses

Sizes 10 to 20 & 14 1/2 to 22 1/2

\$7 \$9 \$11

Cool bemberg sheers, cottons in solid color and print, dacrons, sheer dressy crepes & cupions.

Budget Shop — Second Floor

College Shop Second Floor

Cotton Blouses — Many styles to choose from in white — black — pastel colors. Sizes 7 to 15. Reduced 1.99 to 3.99

300 College Shop Dresses

Summer savings at spectacular savings, cotton broadcloths in prints, stripes or solid colors. Many styles for your selections.

Sizes 7 to 15

\$6 & \$7

Infant Wear Third Floor

Baby Needs ... 2 for \$1

• 100 Baby Shirts

• 84 Flannellette Kimonos

• 124 Receiving Blankets

• 37 Hand Made Dresses

• 42 Hand Made Slips

• 53 Hand Made Diaper Shirts

82 Prange's Gauze Diapers 2.89

Tumble Tables — Boys' White Shirts, Blouses, Robes, Eton Suits, Coats, Diaper Sets .. 25c to \$4

One Table of Toys Reduced

Includes:

• Friction Toys

• Dishes

• Games, etc.

Now 25c to 6.99

Housewares Downstairs Store

Plastic Sponge Brooms 79c

Imperial Food Choppers 1.69

Aluminum Twin Relish Dish \$1

Assorted Ceramic Banks 69c

Assorted Utility Tongs 19c

One group of Housewares reduced includes:

• Johnson's "Stride"

• Johnson's "Off"

• Johnson's "Glade"

• Plastic Items

• Gadgets

Now 19c to 5.99

Childrens' Wear Third Floor

125 Suntags — Shorts, sunsuits, polo shirts, girls' slacks \$1

120 Boys' Briefs, Shorts and Undershirts 2 for \$1

160 Famous Make Sun Tags — greatly reduced, size 3 to 6x ... 1.32 to \$3

80 pieces Playclothes — Shorts, polo shirts, midriffs. Sizes 7 to 14 .. \$1

134 Famous Make Playclothes — Shorts, Pedalpushers, polo shirts, jackets. Size 7 to 14 1.32 to 3.96

Swim Suits — Size 7 to 14 1.94 to 2.94

Tumble Table includes: Chubby shorts, summer dresses, sweaters, blouses, cotton skirts 99c to 3.99

For the Pre-Teen

47 Polo Shirts — sizes 10 to 16 \$1

What About the Menominees?

Time is running out for the state and the Menominee Indian leadership on the challenge to evolve a workable plan for the termination of federal government controls of the reservation property and the tribe's affairs.

Under the amended federal law, the tribe must submit to the United States secretary of interior a termination plan by next Feb. 1 and the date for final termination of federal responsibility is set for Dec. 31, 1960.

Those dates may seem to be comfortably distant. But those sympathetic persons who have been watching the long deliberations on the matter know they are uncomfortably close. For more than three years the tribe's leaders and a big corps of state government specialists have been pondering how to achieve freedom and independence for the tribe. The termination date has already been put forward several times. And now Chairman Stewart Honeck of the state planning commission confesses that the study group is very little closer to an acceptable or practicable plan than it was in the beginning.

This is the fault of no special group or interest. Inherently this is a difficult matter, and it is perhaps better that the responsible officers recognize the difficulties and the doubts rather than fashion a hasty

or impracticable plan. A considerable wealth is involved here, a public recreational asset of significant character, not to mention the health and welfare of more than 3,000 of our neighbors.

The nub of the problem is fairly clear. The chances are that the Menominee forest won't sustain the cost of providing essential local governmental services and employment for the tribal members at a decent level of income, without a considerable industrial development.

An alternative would be the transfer of the forest preserve under a trust arrangement, with provision for sustained yield management by private investors, and the proceeds paid to the tribal members. This and many other alternatives are under study.

The ideal would be a method that will preserve for future public enjoyment the magnificent forest stands, and yet assure the Indian tribal owners a fair income. But whether that can be arranged is becoming more doubtful. Indeed, some qualified experts have already concluded that it cannot.

If a suitable termination plan is not worked out during the next eight months, the Congress will be obliged to push forward again the date for cessation of national government rule of the tribe and its affairs. There will be no other choice.

Economic Democracy

In the 1930's, when your editor went to college, a good many economics professors were teaching that this country's "free enterprise" system was not really very free at all; that competition among two or three or even nine or ten companies for the consumer's dollar for a certain product was not really competition at all but a semi-monopoly. The implication was strong that the consumer really didn't have much of a choice, that he was in fact more or less led by the nose by the people who own and manage our industry.

For all we know, they are still teaching these things.

The answer to this argument, of course, is that competition in this country is plenty tough, and that companies who fail to give the customer what he wants eventually go under with few tears being shed for them. A classic example is offered today in the field of automobile manufacture. Two years ago the Chrysler Corporation, one of the "Big Three," came out with its "forward look" styling which caught the imagination of the public and increased the company's sales and profits tremendously in 1956 and 1957. Meanwhile American Motors Corpo-

ration, a merger of the old Nash-Kelvinator and Hudson firms, was struggling to stay out of the bankruptcy courts; it had only a minuscule part of the automobile market and many predicted its demise in the near future.

But in 1958 Chrysler decided to offer its highly-successful 1957 models with very few changes; as a result its sales plummeted and it lost \$25 millions in the first half of the year. Meanwhile the public had suddenly decided it liked the small, compact car featured by American Motors: its sales zoomed and in the second quarter it made a profit of \$7 millions compared to a loss of \$1.1 millions in the corresponding quarter a year ago.

Thus the decision of many American automobile buyers that they liked the American Motors product better than Chrysler's this year has produced a huge loss for the one company, a fat profit for the other. Next year the situation might reverse itself; it all depends on how sharp the management of each company is in predicting what the consumer wants. This is economic democracy — the consumer is king, all the professorial arguments about economic definitions notwithstanding.

Financing Political Campaigns

As the cost of running political campaigns has risen spectacularly in recent years, much head thumping has been done on the subject of how political parties can raise more money. There have even been suggestions that governmental units should contribute.

It is natural that those responsible for the raising of party funds have been soliciting fewer people for more money. But the dangers of this practice are obvious. Fewer people are thus in a better position to influence officeholders elected with their money.

We should all take stock of our financial responsibilities toward the party of our

choice, or to both major parties for that matter. The obligation of helping support a party financially is practically as strong as that of casting one's ballot at the polls. And those of us who believe in the two party system might well consider whether we do not have an obligation to contribute to both parties, even though we may weigh one more heavily than the other.

Broadening the base of contribution to the financial support of political parties is important not only to the parties concerned but to the future of our whole governmental system.

As a really vital election approaches this fall, the slogan "Back Up Your Ballot With a Buck" should mean something to all of us.

Robeson Has Right To Travel Overseas

From the Wall Street Journal

Mr. Paul Robeson, whose great gift as a singer is matched by a talent for bitter criticism of his country, is off for a European concert tour after waiting eight years for a passport.

The baritone is on his way because the supreme court decided recently that the state department didn't have the right to deny a man a passport just because the government didn't like a man's views about this country or about communism.

We thought the supreme court right then, and we think the president is wrong now to ask congress to pass a law returning that power to the state department.

Such a law, we think, would be wrong for several reasons. For one thing, we can see no reason why a man free to travel in any of the 48 states should be barred from traveling overseas. If a man is a danger to the country then the man should be tried and if convicted he should be put in jail. A great many have. But if a man is not a danger within the country, we can't see how he can suddenly endanger the country once outside its borders.

Paul Robeson is a man

with whose opinions about this country we completely disagree. But can a radical baritone's voice drown out Mr. Dulles? Can his views threaten N.A.T.O., or nullify all the billions of dollars we've spent on foreign aid to make friends and influence other nations? If so, we have built a foreign policy that is insecure indeed; and we might be the better off for knowing about it.

The fact is that Paul Robeson can't possibly do those things. He will be acclaimed in London, perhaps, for his artistry and acclaimed in Moscow for his political views. But what off-key remarks can Robeson make overseas that he hasn't said right here at home? And what has he said here that hasn't got overseas?

Our government and private agencies have spent millions upon millions of dollars to strengthen the image of America as the land of the free. But will other people in other places not think of us as the land of the fearful if we deny the right to travel to our own critics? Surely, this is an unbecoming posture for the nation, at best.

And at worst, it could become a dangerous proced-

ure. If the government is empowered to deny Paul Robeson and others like him a passport because they are disgruntled or critical of our system, what is to stop the Government from broadening that power to include those who disapprove not of the whole system but only of part of it? Is the next step to label critics of, say, foreign aid as too "dangerous" to let abroad and to deny them passports also?

So far as Robeson, the individual, is concerned, it wouldn't matter very much to us if he found life elsewhere so enchanting he decided never to come back here. But so far as all of us are concerned, it wouldn't matter very much to us if he found life elsewhere so enchanting he decided never to come back here. But so far as all of us are concerned, it should matter very much that even Robeson and his kind shall have the right to go.

Knapp Family Keeps Legion Right in Home

Nogales, Ariz. — Mr. and Mrs. Merrill Knapp can stay home and plan American Legion activities for the coming year.

Knapp recently was elected Nogales post commander and Mrs. Knapp was elected president of the ladies auxiliary.



'... At Night, When You're Asleep, Into Your Tent I'll Creep ...'

What Others are Saying

Government Easy Money Policy Invites Another Financial Disaster

From The Wall St Journal

This newspaper has recently published two news reports on how easy money has brought a great many people financial hardships.

One dealt with the sharp increase in mortgage foreclosures on homes financed by V. A. loans; in the past five months alone they totaled 41,000. The other was a report that in the past twelve months some 90,000 persons and businesses have filed as bankrupts in federal courts, an increase of 23 per cent over the previous year.

In the unhappy case histories recounted in these stories there was one common theme. It was reflected in the case of Mr. W., a tool cutter, tempted by the ease of borrowing during the recent boom into piling up \$7,000 in debts. Now unable to meet the payments for his home, the new furniture and the new car (he owed \$117 for gasoline alone), there was no course but bankruptcy for himself and losses for his creditors.

Now it might be comforting for the rest of us if we could simply dismiss Mr. W. as an exceptionally imprudent man. But it is not so simple to dismiss all his 41,000 fellows who lost their homes and the 91,000 who went completely bankrupt. And the saddest part of it is that he — and they — were encouraged in imprudence. Indeed, the government of the United States almost thrust imprudence upon them.

It is rather hard to single out poor Mr. W., to blame him for buying too much on time when the heads of businesses were, not so long ago, urging him to buy more and more on time and complaining because loans for consumer debt weren't easy enough. Or when presumably intelligent economists were going the businessmen one better, saying that more debt by the Mr. W.'s was

just the right medicine for the economy.

Why should anyone be surprised, for example, to discover that a good many people have over-mortgaged themselves to buy homes beyond their means? For years the policy of the federal government has been to make mortgage money available on artificially easy terms; in the case of V. A. loans there was often no downpayment at all. This kind of loose financing was an official invitation to personal disaster.

Beyond that, for more than a generation the predominant policy of the government, only occasionally interrupted by gestures of restraint, has been to foster easy money everywhere. In a way more subtle than direct home loans but more powerful in influencing people to over-extend themselves, this policy has persuaded individuals and business that "debt is a good thing regardless of its size or purpose or the circumstances of the borrower."

In a very real sense what happened to Mr. W. is just what has happened in a larger way to a good many would-be empire builders in business and in a very big way to the economy as a whole. From the government of the United States all the way down to its poorest citizen the attitude has been to enjoy the party and not worry about what pains the inflation stimulants might bring tomorrow.

The country has been luckier than Mr. W. and it's a tribute to the inherent strength of the American economy that the current recession has been no rougher.

But it's no tribute to the politicians who promised good times through inflation and made a good many people learn the lesson of easy money the hard way.

GRIN AND BEAR IT

By Lichty



"Everybody understand their duties on this trip? ... Daddy watches the road, I watch the road maps and you children watch for speed cops."

Under the Capitol Dome

What Makes a Political Candidate Seek Office?

BY JOHN WYNGAARD

Madison — The season again is approaching when the candidates for political office will devote the kind of energy to the campaign struggle that they would not dream of investing in their private concerns.



Wyngaard

The intensity of the campaign chore for the serious candidate for high place is a never ending source of surprise for those who are closely exposed to the phenomenon, including the correspondents.

The terrible price paid in labor for political success by many candidates is only vaguely understood, moreover, by the typical voter who sees these worthies only occasionally. Many men finish the campaign trail in a state of utter exhaustion. Chances are that the lives of some of the state's principal politicians have been shortened, or their health damaged, by the ferocity of the effort required.

WHY?

Those who are professionally engaged in watching such frantic labors sometimes find themselves wondering what drives a man to such exertions as are fairly common. Is office really so desirable?

It is a matter of taste and perspective.

No doubt most ordinary men and women would shrink from such desperate toil as is required to stomp the state successfully as a candidate for governor or senator is obliged to stomp it. To them the price would be far too great.

But the political type sees

pened by. Whether the guardians of the law lack a true sense of humor is a question, but the fact remains that they were anything but amused and took the pranksters into custody pronto.

By and large, the incident falls into a puzzling kind of category. You are bound to regard such behavior as reprehensible, in the first place, but you are apt to feel a sense of disappointment that, so long as it did come to pass, you were not there to see it. If boys must be boys, sudsing a fountain is far and away to be preferred to a party raid or the like. In a way, at least, it was clean fun.

Looking Backward

Work Started on Side Tracks

79 YEARS AGO

Quoted from the Appleton Crescent for the week of Aug. 2, 1879.

Several separate forces of men are busily engaged in preparing the route selected by the Chicago and North Western Railway for their water-power side tracks.

The heavy cutting and filling at the large ravine on Green Bay street is going on at a lively rate and on Sunday last advantage was taken of the low stage of water in the river to put in the timber bents for the track at the Second Ward bridge that crosses south of Cross and Willy's flouring mill.

One unpleasant but unavoidable feature of this improvement will be the danger involved to funeral processions passing over the line of track at Green Bay street. The railroad track and cars run parallel with the road for a long distance. The danger of causing panic to the horses attached to carriages in these processions will necessarily be great.

25 YEARS AGO

Tuesday, July 25, 1933

The board of education voted to advertise for bids for the new boilers for the Jefferson school.

H. Satterstrom was the official delegate of auto dealers from this city at a meeting of state dealers at Oshkosh.

The Rev. L. D. Utts, rector of All Saints Episcopal church, was to be in charge of religious ministrations at the Civilian Conservation camp at North Bend during his vacation.

Four Lutheran ministers, the Rev. E. M. Brandt and the Rev. T. J. Sauer of St.

Paul church, the Rev. Philip Froehke of St. Matthew church, and the Rev. R. E. Ziesemer of Mount Olive church were to attend the conference of Lutheran ministers of the Wisconsin Synod at Wrightstown.

10 YEARS AGO

Tuesday, July 27, 1948

Newest of modern postwar conveniences to make its appearance in Appleton was the automatic stamp vending machine which was installed Monday in the post office. No longer would you have to stand in line for 20 minutes to buy two 3-cent stamps.

Melvin R. Sussex, YMCA physical director, and McGuire, Y swimming

it differently. There are those occasional candidates who get into the battle without quite appreciating what they have let themselves in for, and who suffer through it grimly while fiercely regretting the choice. There are those who try it once and resolve that it won't ever happen again.

But the real politician looks at it differently. There are men to whom the campaign trail is as meat and drink. There are men who would rather stomp than golf or fish. There are those who are restless and ill at ease when they are deprived of the company of voters and politicians.

The work is cruelly hard, to the outsider, but it contains some exhilaration to the man who is fitted for it by taste and background. Making a speech to an inattentive county fair crowd would be an ordeal to many laymen. To the true politician it is a refreshing experience, and he feels better when he climbs down from the bandstand than when he arose.

INCENTIVE

There is also the rich incentive of the prize. Average citizens probably have no real conception of the delights of political power and place. To those temperamentally directed that way. The stakes in politics are high, and are going higher. Many a seeker after office when he comes wearily to his bed at night draws new inspiration from the dream of the high office he seeks.

Men are driven by many purposes as they work in politics and seek the higher levels of government. Vanity, duty, sometimes the solicitation of their friends (but not nearly as often as some would have the body politic believe) strong partisan convictions, salary, publicity, are among them.

But also among them is the desire for power. In modern society the ambitious man can attain real power, if he is concerned with it, through government and politics more quickly than through any other avenue.

The governorship is typical. Rare is the man who has occupied the Wisconsin governorship who had, before or after his gubernatorial service, the power for good and evil that he possessed as the certificated chief executive of the powerful state government.

Many of them found their lives empty and fretful after leaving the office, and most of them surrendered it only with reluctance.

instructor, were in Milwaukee to be re-qualified as instructors in the national YMCA aquatic program.

A collection of ceramic art pieces ranging from cigarette boxes and ash trays to a finely molded girl's head, was loaned by Kenneth Kuemmerlein, art instructor at Appleton High school, for display at the public library that week.

Willard Van Handel was elected commander of Little Chute American Legion Post 258, succeeding Mark Lamers.

Mrs. Alex Manier and Mrs. Ken Craig were the finalists in the ladies July handicap golf tournament at Riverview Country club.

Potomac Fever —

by Fletcher Knebel

Population at the summit conference threatens to become so dense, they may have to move it to Yankee stadium—and let Khrushchev throw out the first Arab.

The Eisenhower team wants permission to borrow another \$8 billion. Now, wait a minute. Are we helping Lebanon—or buying it?

DeGaulle says the summit parley should be limited to three days. Apparently the only thing that conference intends to pass is the hors d'oeuvres.

The air force spends about \$50,000 to shoot a mouse 6,000 miles. Congress may investigate. They could have shipped it air express for \$4.98.

By the roster of the summit conference, the only global statesmen missing will be the Duke of Windsor and Elsa Maxwell.

Democratic Chairman Butler says Ike has a "mess in the middle east." When those Democrats rally 'round their president, they sure don't arrive out of breath.

Prime Minister Nkrumah says Ike has "sympathy" for Ghana's problems. As usual in our foreign affairs, that work is spelled sympathy.

Premier showing PHILCO Predicta!

... TV TODAY—FROM THE WORLD OF TOMORROW!

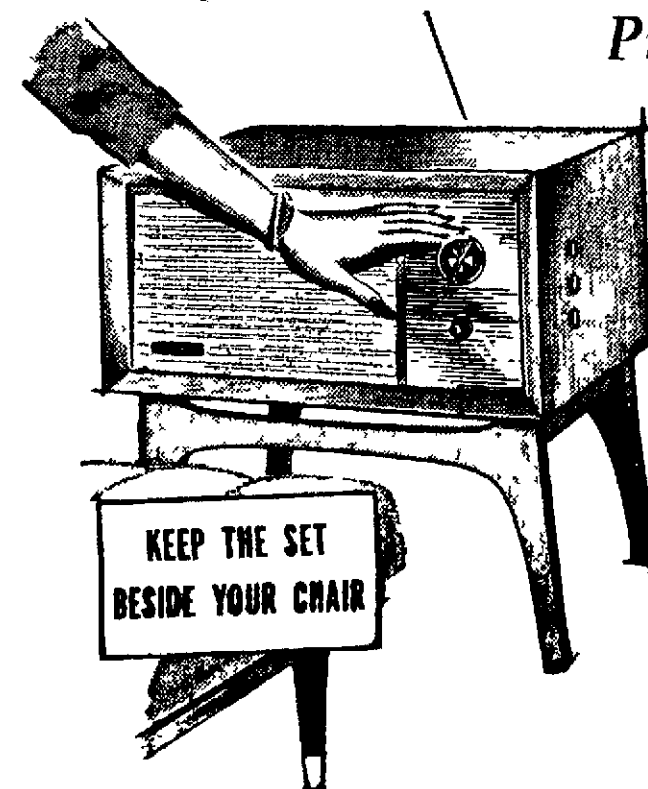
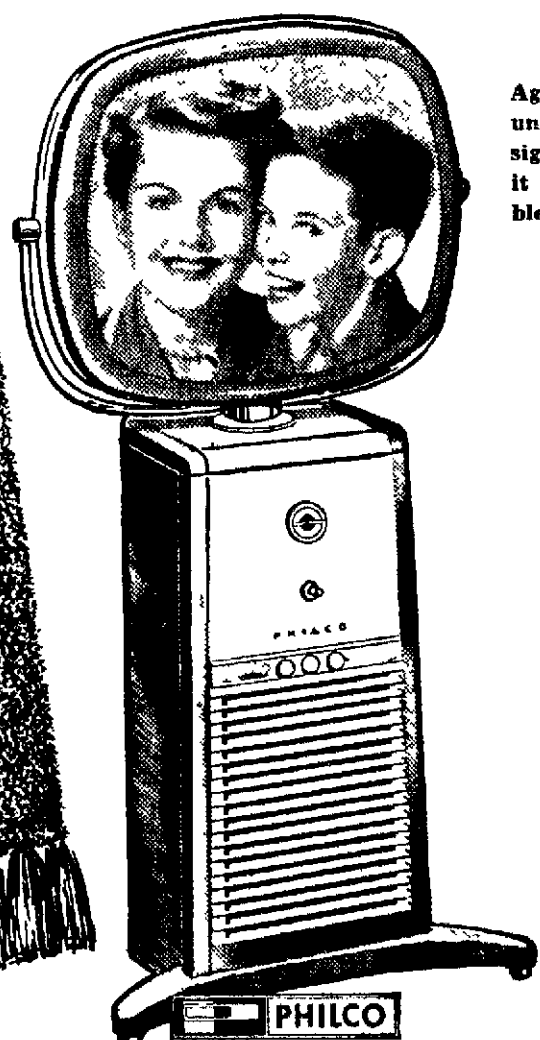
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Beautiful styling and smart slim lines makes this table model extremely desirable. Exclusive, new, powerful Pivot-Tenna with matching transformer pulls in a picture that will amaze you. Here is top performing TV at a price you want to pay.

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Now, in one bold stroke, Philco has divorced the picture tube from the chassis and sized inches from the tube itself. The result... this Predicta table model, the most compact table model in television history.

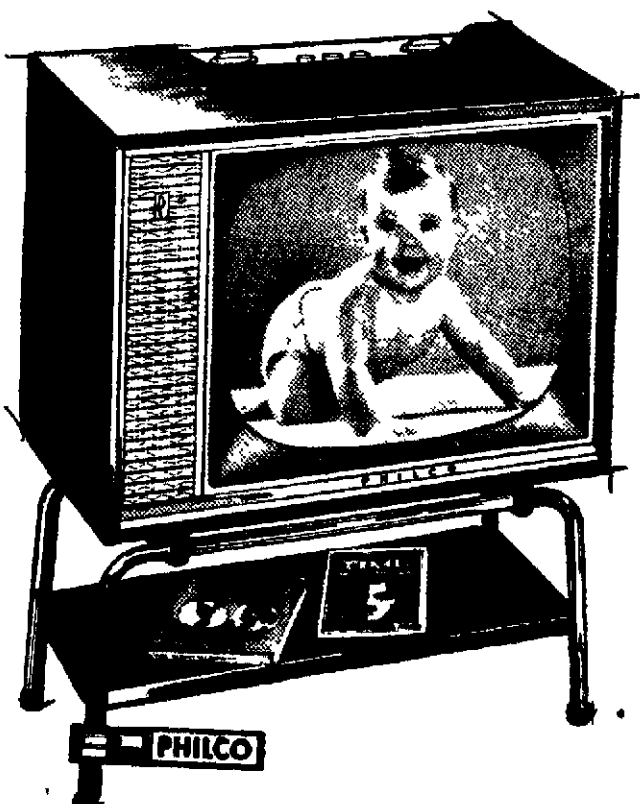
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Deluxe Console

Television no longer need distract from the beauty of your interior design. The proof is in this beautiful, compact console. It's gleaming brass legs and richly finished woods will blend with practically any decor. As with all Philco television for '59... it's the top performer in its class.

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Predicta Swivel

Here it is... today's only full dress television. This smart swivel console has a gleaming wood finish all around, back included... perfect for use as a room divider. This new Philco creation is not only attractive... it's picture perfect. Sound perfect too, with its exclusive wrap-around 3-speaker sound system.

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Lawrence Says:

Congress Can Return Control Of Passports

Taken From President By Supreme Court; Aids Communists

By DAVID LAWRENCE

Washington — Will congress do anything about legislation to control the issuance of passports? The communists hope not, as they could build up a more effective apparatus inside the United States if congress did nothing about the problem.



For the president recently was deprived of a vital part of the discretionary power he has always had, in conducting foreign relations of this country. By a 5-4 ruling, the supreme court decided that the government cannot, through passport control, interfere with the movement of communist spies and communist agents who may wish to travel back and forth and deliver military secrets to the enemy.

For decades past the executive branch of the government has had the power to decide, abroad, might arrange for the who shall or shall not leave the United States to travel in countries which are unfriendly or hostile to America. But now the supreme court says, in effect, that no such power exists and hints broadly that, even if congress passes a law specifying the conditions under which passports may be denied, this may conflict with what the court construes to be a constitutional "right to travel" anywhere on the globe. Already the present supreme court has upheld, under the first amendment, the right to preach treason within the United States.

The court bases its passport ruling on the theory that the communist movement is just a "political belief." The fact that the communists have infiltrated many countries of the world, and that they are instigating hostilities in many areas against the United States, is disregarded as irrelevant by five justices of the supreme court—Chief Justice Warren and Justices Douglas, Black, Brennan and Frankfurter.

National Emergency Four other justices—Burton, Whittaker, Clark and Harlan—indignantly dissent from the majority opinion and insist that the president of the United States, especially in time of an emergency, has a right to control the departure of citizens of this country for other lands. The four justices draw attention to the continued existence of a presidential proclamation declaring a national emergency which began in 1950. The minority emphasizes that the communist movement is bent upon world conquest and is hostile to the interests of this country.

But the five justices, in the majority opinion, put an unprecedented emphasis on individualism. They say, in effect, that the rights of the majority of the American citizens may be put in jeopardy in order to uphold the rights of individuals irrespective of loyalty questions.

The department of state passport division has been virtually paralyzed since the June 16 decision. It has been compelled

to issue passports bearing the seal of the United States to some persons who are regarded as tied up directly or indirectly with the international communist movement. For several days after the decision, there was some criticism of it in congressional quarters, but now the indignation is mounting and it is significant that President Eisenhower, for the first time in his administration, has specifically asked congress to enact a law reversing a supreme court decision.

The state department has hitherto believed that denial of passports to communists is in line with the intent of congress, as expressed in the internal security act of 1950, and that it is within the executive authority, because of the provisions of the immigration and nationality act of 1952, which authorizes the executive branch of the government to control the departure of American citizens through the handling of passports.

Bill Denies Passports The department of justice and the department of state have drafted a bill designed to supply the necessary authority to deny passports to communists. The administration has no intention of abandoning its viewpoint with respect to restrictions on travel outside this country. It doesn't feel comfortable about permitting American citizens with communist connections to travel around the world, especially since there is no way to police what they do while they are abroad. It is assumed that American citizens, when traveling abroad, might arrange for the flow of cash and information to the taking of steps to promote the communist cause inside the United States. The state department is not asking that the executive branch be given the power to control the entrance or departure of American citizens in peacetime, but simply to deal with a problem when there is a national emergency or when the national interests of the United States might be jeopardized.

As one high official put it: "It seems only reasonable that congress should give us authority to control the departure out of the United States of persons who are engaged in the same movement with others who are denied entrance when they apply to us from foreign countries."

Haitian Rebels Seize Barracks

CONTINUED FROM PAGE 1

said in New York he would ask for the extradition of Magloire and defeated presidential candidate Louis Dejoie. Blanchet asserted Magloire left Haiti with from 8 to 10 million dollars from the Haitian treasury and with Dejoie and the communists was conspiring against the Haitian government. Magloire accused Blanchet of indulging in "cynical propaganda." Dejoie also denied Blanchet's charge.

Magloire was forced to go into exile Dec. 13, 1956, after he tried to extend his 6-year term as president with the backing of army elements. A general strike and a period of disorders shattered his plans. The Negro republic has seen little political peace since then. For a considerable period the army was the actual ruler.

The army chose Joseph Nemours Pierre-Louis as Magloire's successor. Pierre-Louis, president of the supreme court, lasted only two months as provisional president. He was succeeded by Franck Sylva, who was removed in April under pressure from 10 candidates for the presidency. The candidates accused Sylva of trying to rig the presidential elections for Duvalier.

Then the candidates fell to quarreling among themselves over who would head a provisional government. The leaderless republic was plagued by



John Willoughby, 45, Looks at the seven coffins containing members of his family killed by a freak flood in an isolated section of Roane county, W. Va. His wife and six young children were buried in a common grave at Newton, W. Va. (AP Wirephoto)

strikes and rioting by backers of the various candidates.

The army finally decreed that seven-man executive council chosen by the presidential candidate should govern until presidential elections in June of 1957.

In New York Tuesday, the chief adviser to President Duvalier said his government intends to request the recall of ambassador Gerald Drew.



Jules Blanchet, Haitian minister of state without portfolio, said Drew has been "going too far in our internal affairs."

Blanchet also said at a news conference yesterday that Haiti already has obtained the Dejoie for president.

Expect Ike to Spurn Khrushchev's Plan

CONTINUED FROM PAGE 1

whether or not the Soviet leader shows up.

They recalled that Russia threatened to boycott the current Geneva technical talks on disarmament, but changed its mind when American officials went to the meeting despite Russia's last-minute objections.

The White House foreshadowed Eisenhower's attitude late yesterday when it announced that there was no change in the president's proposal for disarmament. Most officials said Khrushchev's move in rejecting a summit meeting within the United Nations security council reflected a fear that Eisenhower intended to counterattack Soviet accusations by blaming Russia for fomenting Middle East tension.

Eisenhower, in accepting the principle of such a conference, insisted it follow established United Nations rules. This they opposed Soviet policy.

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could be held in Geneva in a move to accept part of Khrushchev's suggestion.

The initial White House reaction came from reading news accounts reporting the text of Khrushchev's letter as broadcast by Radio Moscow. The full text of Khrushchev's message still had not been received by the state department last night.

Moscow's move in swiftly publicizing Khrushchev's words was viewed as added proof that he was mainly interested in maximum propaganda advantage rather than anticipating any American acceptance of his idea.

One of Khrushchev's accusations that was likely to bring a sharply worded retort from Eisenhower was his comment that Eisenhower was not working for a settlement of the military conflict . . . in the interests of preserving peace, but seeking to expand Middle East conflicts "with the threat of world catastrophe."

Propaganda Campaign These Khrushchev remarks were looked upon as not only personally offensive but as stepping up Russia's campaign to convince the world that Anglo-American troop landings in Jordan and Lebanon pose an immediate war threat.

Khrushchev, to justify his call for an immediate summit conference, has repeatedly cited an alleged danger of a western-backed military attack against Iraq to topple the new revolutionary government.

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Premier Not Hurt in Blast; 8 Others Die

CONTINUED FROM PAGE 1

ing car fired one round into a company command post in the dock area.

Meanwhile, parliament Speaker Adel Osseiran told the Associated Press there is general agreement among all parties that the army commander, Gen. Fud Shehab, will be elected to succeed pro-western President Chamoun.

Osseiran predicted Shehab would get a virtually unanimous vote when parliament meets to elect a president Thursday. Shehab has reportedly agreed to accept the presidency. He has long been mentioned as a compromise candidate, but until now censors had eliminated such mention of him in dispatches from Beirut.

A leading member of the national front, which opposes Chamoun, likewise said: "It appears settled. Most of us have already said we are willing to support Shehab. It looks as if he will be president."

But today the national front would have given him opportunity to answer Khrushchev's attacks by citing Soviet arms shipments to the Middle East, and the Kremlin's record of threatening small nations when they opposed Soviet policy.

Appleton Post-Crescent 8 Tuesday, July 29, 1958

declared it would not support any candidate for president unless he demands immediate withdrawal of American troops from Lebanon.

New Roadblock Seen The front also reiterated a call for the immediate resignation of President Chamoun as a condition for election of a president.

The announcement appeared likely to throw a new roadblock in the way of agreement on a compromise choice for president to succeed pro-western Chamoun, whose term expires late in September.

If the rebels and the government supporters do unite behind Shehab, he may be able to end the 81-day-old rebellion of anti-Chamoun forces who opposed the president's western leanings and his reported ambitions for a second term. End to the rebellion presumably would result in the withdrawal of U.S. troops from Lebanon.

Despite the mounting signs of political truce, there was hard fighting yesterday four miles northeast of Lebanon's northern seaport of Tripoli, around the town of Zagharta. Two families, the Frangiyeas and the Duwaihys, were involved. They have had a long-standing feud and now have split over politics, the Duwaihys favoring the Chamoun government and the Frangiyeas opposing it.

Jordan made new charges of plotting against King Hussein from the Syrian province of President Nasser's United Arab Republic. The Jordanian government said security forces had seized "large quantities of arms, ammunition and explosives" last night near the Syrian border.



Shehab

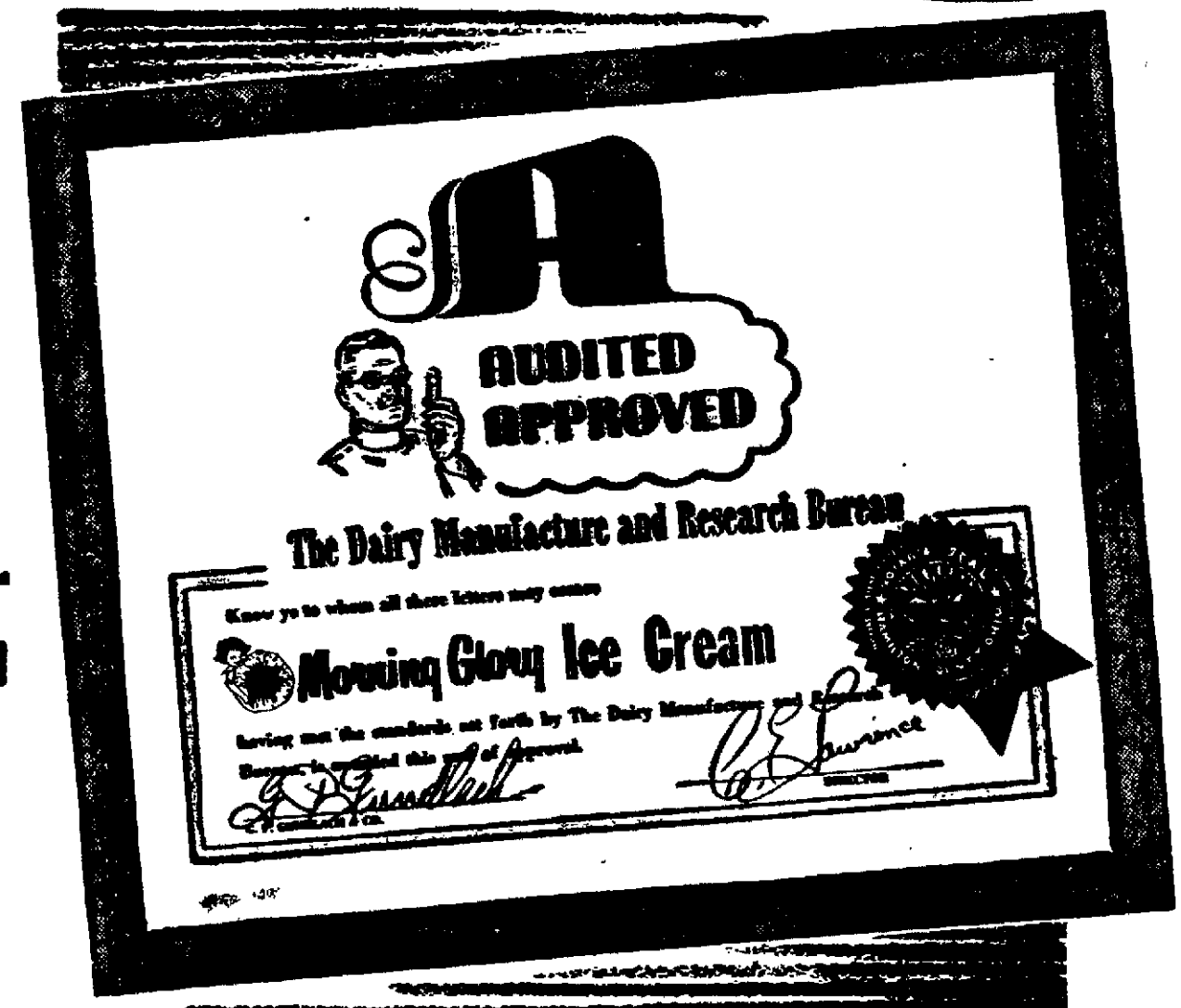
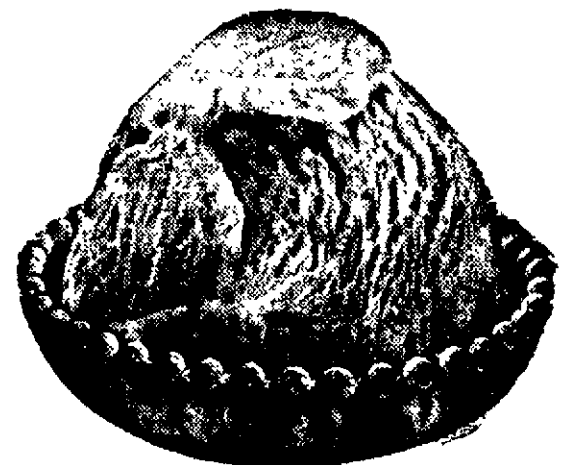
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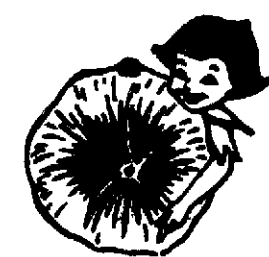


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Football Field for Erb Park Discarded

Plan Instead to Move Softball Diamond Into Northwest Corner

A softball diamond instead of a football field will be made a permanent fixture of Erb park as a result of Monday's meeting of the school board, park board, board of public works and the city council's school advisory committee.

The school board asked for the meeting to discuss a proposal by Neil Lunenschloss, Roosevelt Junior high principal, to put a football field in the southeast quarter of the park.

Both George Johnson, president of the park board, and Edward Krueger, school board president, said their boards are against taking park land for a football field.

Cite Safety Hazard
Supt. of Schools John P. Mann said one of the biggest reasons for Lunenschloss' proposal is that constant play on the school's football field left it so hard it was a safety hazard. Two players received fractures from falls on the field, he said.

Use of the field for recreation department softball games was cited as one reason why the field is so hard-packed. The use of a softball diamond in the northwest corner of the park for these games would eliminate the problem, it was said. For the last two summers the school football field has been fenced to permit grass to grow. The recreation department games have been played elsewhere.

The southeast corner is dotted with trees planted about 16 years ago. The northwest corner has no trees and already has been used for informal softball games.

The school could get by with its present space for physical education classes as long as enrollment doesn't exceed 600, Mann said. There are about 585 students now.

Need More Parks
Johnson and Arthur Jones, park board secretary, said the city needs more, not fewer parks. The closing of E. Roosevelt street, as contained in Lunenschloss' proposal, would force more traffic on E. Parkway boulevard and create another safety hazard for children playing in the park, they added.

Asked by Ald. Roy Pointer if the park board would be against giving up land for

school purposes if it were given more land elsewhere, Johnson said it would. The closing of E. Roosevelt would push too much traffic through the main part of the park, he contended.

Ald. Kenneth Priebe, recreation commission chairman, said having a softball diamond in the northwest corner of the park would be no problem.

Discuss School Sites
With all parties agreed, Ald. Alvin Tewes switched discussion to sites for future schools. Tewes presided in the absence of Mayor Clarence A. Mitchell.

Franklin C. Jesse, chairman of the school board's site committee, said the board wanted action soon on a request for northside junior high site.

The school board recommended a 20-acre parcel of town of Grand Chute land between First and Second avenues and N. Meade and N. Drew street extended as its first choice. Cost of the land was \$2,500 an acre, but the offer was withdrawn.

Another parcel between N. Mason and N. Richmond streets in the 2200 block of N. Richmond was considered best, but its \$4,200 an acre price tag was too high, Jesse said. This land is still available.

Possible Annexation
In response Mann told Pointer the site recommendation would still be the same if the proposed annexation of land between the west city limits and Highway 41 comes.

Wilson Junior high is serving that area except for seventh and eighth graders who go to Badger school and the city would get Badger school in the annexation, he said.

Pointer asked about making additions to Roosevelt and Wilson schools. Krueger said the Roosevelt site is inadequate for an addition to hold 300 students.

Both schools would have to handle 300 more students to eliminate the need for a new northside junior high, he said.

Mann said an inspector from the state office of public instruction three years ago recommended against adding to Roosevelt because of its small site size. Mann said the recommended size for a junior high school is 10 acres plus an additional acre for every 100 pupils.

Roosevelt has only six acres, he said. Pointer said his concern was

Attorney General Candidate Says GOP Packed Commission

Milwaukee—Democratic candidate John W. Reynolds of Green Bay said Monday the office of attorney general should be used to protect the consuming public's interest at public service commission hearings.

Reynolds, who seeks nomination for attorney general, said, "The Republican party has packed the public service commission with men who are not sympathetic to regulation of utilities for the benefit of the consumer."

"I propose that a Democratic attorney general would actively participate in public service commission hearings in behalf of the consuming public."

Reynolds spoke at a Dunn county Democratic meeting at Ridgeland.

Gov. Vernon Thomson warned Monday that states will surrender even more powers to the federal government unless they establish reciprocity agreements to solve mutual problems.

Thomson said one such mutual problem is the care of so-called "stateless persons" who do not qualify for welfare aid in any state. He said such persons "will create yet another area where the federal government might move in."

over the amount of money needed to finance the building program outlined by the school board for the next 10 years. He said it would take about all the city's legal limit of bonding power. The city has many other needs as well, he pointed out.

Both the school and park boards agreed it would be a good thing to put future schools and parks together on the same site. Neither Mann nor Johnson had any objections to a combined school-park site at either of the two future school sites discussed.

Jones said the city's primary park need is for neighborhood playground parks, not picnic parks. Neighborhood parks require about six acres while a picnic park needs about 20, he said.

Johnson told Pointer the park board would have no objections to establishing a park on the northwest side on the same land the city uses for a sewage lift station.

At the close of the meeting, the school advisory committee agreed to meet with the school board Monday night to discuss the planned addition to Richmond elementary school. The school board has hired an architect to design a 4-room addition, while some council members, think eight rooms should be added.

EMMY LOU



"It's simple! We borrow Dad's movie camera, make our own test and mail it direct to Darryl F. Zanuck!"

Uncle Ray

9 Herdsmen Have Trouble in Reindeer Drive Across Alaska

BY RAMON COFFMAN

Nine men were in control of a herd of 3,000 reindeer! They were hardy men, Lapps and Eskimos, but their task was extremely difficult. They were to take the animals across northern Alaska, and to deliver them near the mouth of the Mackenzie river, in northwestern Canada.

Leaving the shore of Kotzebue sound, the men drove the reindeer in a northeasterly direction. Their equipment included tents and hickory sleds, also candles, stoves, canned food and mosquito nets.

An observer might have wondered about the mosquito nets, but they proved of high value. The journey lasted from one season to another, from one year to another. In Alaska, including the northern parts, there are summer months in which mosquitoes become a real nuisance.

The reindeer were driven into a frenzy, at times, by insect bites. Stampedes took place, and there was much trouble in getting the animals back into the herd.

Nine Eskimo dogs were taken along, and they were used in pulling supplies. Reindeer which had to be trained to harness also drew sledges. There were times when the temperature dropped from 40



Map of the northern half of Alaska shows the route of the great reindeer drive.

to 60 degrees below zero Fahrenheit. The herdsmen later reported:

"The breath of the reindeer froze over their eyes and nostrils."

Even summer days sometimes proved extremely cold. The worst blizzard of the journey took place in July.

The Lapps and Eskimos car-

EUB District To Hold Annual 10-Day Camp

Eastern Wisconsin Churches to Meet At Forest Junction

Forest Junction—Fifty-nine congregations from the eastern district of Wisconsin conference of Evangelical United Brethren church will attend an annual 10-day assembly Aug. 8 to 17 at the district camp at Forest Junction.

Program plans include a youth fellowship rally the first weekend, a camp meeting Monday through Aug. 17, an afternoon district rally of the Women's Society of World Service Aug. 12 and a conference men's day observance Aug. 16.

The Rev. H. R. Heininger, Minneapolis, Northwestern area bishop, and the Rev. Bruce Hilton, Dayton, Ohio, editor of denominational youth publications, are speakers.

Sermon Themes
In connection with the youth fellowship theme of "Christian Explorers in a Day Like This," the Rev. Hilton will speak with the following themes: "The Count Down," "The Church Explores Repentance," "Hypoxia—Peril to High Flyers," "A Cargo Worth Carrying," "Communication with Home Base" and "Footprint Navigation."

The Rev. Leslie Pardon, Port Washington, and the Rev. Herman Siedschlag, Lomira, are directors of music.

The Rev. Heininger's theme for sermons at 8:15 every evening from Monday through Sunday is "The Christian Answer to Vital Questions." He will conduct a Bible study group based on Colossians under the

ed for the herd as well as possible, but several hundred reindeer escaped on that day. Others were lost in later stages of the journey. The losses were replaced, to a large extent, by the birth of fawns, which trotted beside their mothers.

It was a glad day, five and a half years after the start, when the journey was completed. Twenty-three hundred and seventy reindeer were delivered to the Mackenzie river Eskimos.

For Travel section of your scrapbook.

general theme of "New Life in Christ" at 10:30 every morning.

Mrs. William Voight of Batavia, Eastern district leader, will be in charge of the Tuesday afternoon rally of the Women's Society of World Service. The Rev. Heininger will speak with "The Witnessing Community" as his theme.

Ora W. Lueptow, Markesan, vice president of the Wisconsin conference men's organization, will discuss the mission program at the men's day observance Aug. 18. Gilbert Liebenstein, Grafton, president, is chairman.

Colleges and seminaries will be discussed by Russell Frank, Racine; Dr. Walter D. Kline of Milwaukee will speak about "The Men's Day Emphasis"; and the Camp Lucerne program will be outlined by Arthur Fredrick, Oshkosh. The Rev. Willard W. Schultz, Fond du Lac, conference director of Christian education, is in charge of the Saturday afternoon program on Christian living.

Children's meetings will be arranged by Mrs. Orville Bartek, Sheboygan. The Rev. Verlin Wandrey, Gillett, is athletic director; Mrs. Allen Knoespel, Forest Junction, serves as camp nurse and the Rev. Clarence M. Knoespel, Lark, is office manager and registrar.

Swing Bridge May Open Wednesday

The S. Oneida street swing bridge will not be open to traffic until sometime Wednesday. Director of Public Works Edwin J. Duszynski, said this morning.

A drive shaft and bearing broke on the bridge Sunday morning when it was opened for a boat.

Earlier, it was thought the bridge would be back in operation today, but more of the bridge had to be dismantled than was expected, Duszynski said.

Street Closed

North Green Bay road from E. Washington to E. North street will be closed this week and part of next week for storm sewer installation. Public Works Engineer Henry Crowe said today.

Children's Story Hour

Miss Janet Meili, children's librarian, will tell "Breakneck Hill" and "Hinkelind" at 2 o'clock Thursday afternoon during the public library's weekly story hour for children.

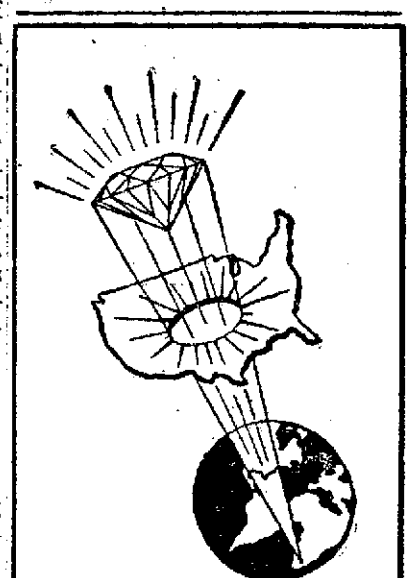
Appleton Post-Crescent 9 Tuesday, July 29, 1958

City Grants Permit For 147th New Home

A permit to build a 5-room house, with bath and attached garage, for an estimated \$17,000 at 1905 S. Bouten street has been issued to Lawrence Radloff by Building Inspector Walter Bogan. It is the 147th new home permit to be issued this year.

Adventure Club Trip

Members of the YMCA Adventure club are touring the Kickhafer Motor plant, Wade house, stagecoach stop and ranger tower in Fond du Lac today. The group also will swim in Long lake and return this afternoon.



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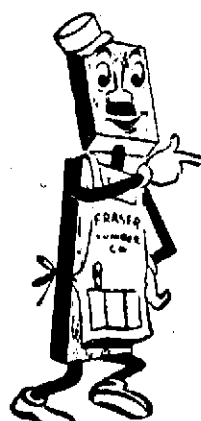


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Downtown Appleton

Owner Takes Action to Halt Condemnation

**Building Inspector
Ordered to Appear
in Circuit Court**

Building Inspector Walter Bogan who earlier this month condemned his first house in 13 years on the job Monday was ordered to appear in circuit court Wednesday morning to show why he should not be stopped from having the building torn down.

Bogan condemned the vacant house of Claude A. Robbins, St. Paul, Minn., at 827 E. North street on July 2. The order requires razing of the house by Sept. 2.

Bogan said he was ready to condemn the house last December, but gave Robbins six months to repair it and issued him a building permit. Robbins agreed at the time to complete internal and external repairs by June 20.

Some minor work was done, but the major portion was not accomplished, Bogan said. He then cancelled the building permit and issued the condemnation order.

To Show Cause
The court summons also asks Bogan to show why the building permit shouldn't be reinstated and a restraining order issued stopping him from further action.

Bogan said the house was boarded up, overgrown with weeds and falling apart in places. No repairs had been made in the six years it was vacant, he added. Neighbors complained about the appearance of the home.

Robbins said he already has spent \$1,000 in repairs, but hasn't been given enough time. He said Bogan was unreasonable and arbitrary in his action.

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Boy Critically Hurt by Auto

**William Laux, 6,
Struck by Car of
17-Year-Old Girl**

A 6-year old boy is in critical condition today after he was hit by a car Monday evening.

William J. Laux, son of Mr. and Mrs. Jack Laux, route 3, Appleton, is in Appleton Memorial hospital with a fractured skull. He was hit by a car driven by Miss JoAnn Turkow, 17, 832 W. Winnebago street, about one-third of a mile west of N. Ballard road on Highway 41.

Miss Turkow told state police the boy apparently darted from the side of the road because she didn't see him until he was in the middle of the road directly in front of her car. The boy was thrown across the road by the impact. Police found his belt lying about six feet from his body.

Taken to the hospital by Lindy's Ambulance service, the boy was said to be fighting for his life today.

Miss Turkow told state police she was driving 55 to 60 miles an hour. Her statement was confirmed by her father, sister and brother, all of who were passengers.

**William Forkin,
Chilton Doctor,
Succumbs at 71**
Dr. William P. Forkin, 71, Chilton, died at 9:30 Monday morning at Oshkosh after a long illness.

He was born Jan. 5, 1887, in Chilton, and lived there since his retirement several years ago. He maintained a practice as a psychiatrist in Chicago and Illinois mental institutions for many years.

Dr. Forkin served in the medical corps in World War I. He is a member of the American Legion and the Calumet County chapter of 40 at 8.

Funeral services will be at 9:30 Thursday morning at St. Augustine Catholic church, Chilton, with burial in the parish cemetery. Military rites will be conducted at the grave by the Graffold-Schmidtkofer American Legion post of Chilton.

Friends may call at the Pforfer Funeral home, Chilton, after 3 o'clock Wednesday afternoon. A parish vigil will be held at 8 o'clock Wednesday evening.

There are no immediate survivors.

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Daughters to:
Mr. and Mrs. Gerald Smith, 2424 S. Madison street.
Mr. and Mrs. Ronald Bolland, 523 E. Harrison street.
Mr. and Mrs. Patrick Judge, 1326 W. Prospect avenue.

Survivors include the wife; step-father, Bernard Genz, New London; two daughters, Mrs. Ronald Fraling, Milwaukee, and Miss Donna Gruetzmacher, at home; a son, Lyle, Tigerton; and two sisters, Mrs. John Sanders, New London, and Mrs. Clyde Songstock, Milwaukee.

Otto W. Schrank
Otto W. Schrank, 72, town of Wittenberg, died Sunday in Tigerton after a long illness. He was born Aug. 23, 1885, in Germantown.

Funeral services will be at 2 o'clock Wednesday afternoon at St. Paul Lutheran church, Wittenberg, with burial in Forest Home cemetery, Wittenberg. Friends may call at the Schmidt Funeral home, Wittenberg.

Survivors include the wife; a daughter, Mrs. Melvin Long, town of Wittenberg; two sons, Richard and John, both of Milwaukee; two sisters, Mrs. Hilda Mehlberg, Caroline, and Mrs. Elizabeth Herzberg, Marion, and nine grandchildren.

Mrs. Ida Falk Upston
Mrs. Ida Falk Upston, 74, High Cliff, died Monday at Sheboygan after a long illness. She was born Aug. 23, 1883, at High Cliff and lived there most of her life.

Funeral services will be at 2 o'clock Wednesday afternoon at the Schunderle Funeral home, Stockbridge, with burial in High Cliff cemetery.

Agents Began a Tour of Four Fox Cities municipalities
on a Dutch elm disease survey Monday. From left are Roger Rindt, Appleton Park department; Larry Fenton, Shawano, of the state department of agriculture; William Thomack, Appleton Park department, and John E. Powers, Outagamie county agent. (Post-Crescent Photo)

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Bechard was arrested on the complaint of a 48-year-old Appleton woman to whom he had given a ride last Tuesday night.

**Fox Cities Baptists
Attend 2-Day Retreat**
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They are Donald Hohnberger, John Spice, James Chavenger, Fred Navarette, Dale Bystrom, Charles Kolb, all of Appleton; Marvin Lindbloom, Menasha, and Gerald Bolwerk, Kimberly. Recreation was arranged by Charles Velte, Neenah.

Cliff cemetery The Rev. Frank Thomas, Stockbridge Methodist church, will officiate. Friends may call at the funeral home after 4 o'clock this afternoon.

Survivors include a son, Kenneth, Sheboygan, and a sister, Mrs. Cornelius Benzshawel, High Cliff.

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Leaders of YMCA Drive Announced, Schedule Set

YMCA membership campaign leaders were announced and the fall schedule set at a meeting Monday.

Bart Hammond is general chairman. Ward co-chairmen are Mrs. F. A. Meythaler and Mrs. Gerald Schomisch. Donald Bradley is chairman of the downtown and industrial division. Robert Spooner and Arnold Evans head the partners-with youth division.

Ward chairmen and downtown and industrial chairmen captains will meet Sept. 10 to begin the campaign. A training session for about 300 workers is scheduled Sept. 15.

First and second reports will be Sept. 22 and 29. The final report and victory dinner will be Oct. 6.

Leonard Gruetzmacher
Leonard F. Gruetzmacher, 61, a former Tigerton barber, died Monday at his home in Tigerton after a long illness. He was born July 31, 1896, in New London.

Funeral services will be at 2 o'clock Thursday afternoon at St. John Lutheran church, Tigerton, with burial in Union cemetery, Tigerton. Friends may call at the Utormark Funeral home, Tigerton, from Wednesday morning until noon Thursday and then at the church.

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How Many Times?
Does This
Figure
Appear in the
Buying Habits
Tabloid
in Tonight's
Post-Crescent

**GEENEN'S
E.O.M.
SALE**
Continues Tomorrow
• Hundreds of Bargains
Throughout the Store!

CANCER
Could Leave You with
All Bills
and
No Income
Don't let Cancer go un-
needed. Take time for that
Examination. See Your Illi-
nois Mutual Man about his
Disability Income Coverage
Plan today.
**ARNOLD EVANS
INSURANCE**
211 1/2 N. Appleton St.
RE 4-1241
Illinois Mutual Life & Casualty Company
(Formerly Illinois Mutual Casualty Company) Peoria, Ill.

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Russian Orthodox Clergy Brought Christian Gospel to Alaskan Natives

BY TOM HENSHAW
Associated Press Religious Writer

"I present you," wrote Russian fur czar Grigor Shelikov to his lieutenant, Alexander Baranov, "with some guests who have been selected by order of the empress to spread the word of God in America."

The guests were eight Russian Orthodox clergymen and 10 lay servants selected by the Empress Catherine II at Shelikov's request to bring the Christian gospel to the heathen — and apostate traders — in Alaska.

Few missionaries have been subjected to the physical and mental anguish that was the lot of those who first brought the Christian word to the territory that is to become the 49th state. The Russians who had preceded them viewed the newcomers with suspicion and outright hatred. The natives accepted Christianity eagerly and, just as eagerly, fell away when the nearest clerical back was turned.

Missionaries Not Welcome
The missionary party arrived in Alaska in August, 1794, aboard two ships crowded with supplies and prospective colonists. The supplies and colonists were welcomed. The missionaries were not.

Baranov, a lusty frontiersman who ran Alaska as his private preserve, looked upon them as meddlers to be thwarted by any method, fair or foul. Baranov knew most of the foul. It wasn't long before the Archimandrite Abbot Joseph, leader of the mission party, was complaining to Shelikov that Baranov "continually sat in his house hatching mischief."

Natives Interested
"Since my arrival at this harbor," he wrote after 10 months in Alaska, "I have seen nothing but what seems to be in direct opposition to your kind intentions."

"The only thing that gives me satisfaction is that the natives flock in from everywhere to become Christianized, but the Russians not only make no effort to help in the work of enlightenment but use every means to discourage them."

The archimandrite records that the first winter the missionaries were housed in leaky huts and forced to forage for food on the beaches, while Baranov and his men caroused in luxury.

Another member of the missionary party, one Father Juvenal, draws a chilly picture of the arch enemy Baranov at the priest's last service before transferring to his last post on the wild mainland.

"I could not help," he wrote, "but marvel at Alexander Alexandrovitch Baranov who stood there and listened and crossed himself . . . and joined in the singing with the same hoarse voice with which he was shouting obscene songs the night before when I saw him in the midst of a drunken carousal with a woman in his lap."

Converted Chief
Sent inland as a 1-man mission to a native tribe, Father Juvenal soon made friends with, and converted, a native chief named Shakmut. Their close friendship was soon demonstrated.

"To my utter astonishment," wrote Father Juvenal in his journal, "Shakmut asked me last night to share the couch of one of his wives . . . God gave me grace to overcome my indignation and decline the offer in a friendly and dignified manner."

Father Juvenal's celibacy amused the natives. But they tolerated it as long as he overlooked their polygamous habits. When he started preaching monogamy, Shakmut decided to teach him a friendly lesson and badgered him with temptation.

The natives regarded it as a huge practical joke. Father Juvenal's attitude could not be understood by their childlike minds. It annoyed them. Then it angered them.

Finally, one day, they fell upon him and stabbed him to death.

General Labor Bill Goes to Committee
Washington — (P) — The senate's general labor bill, aimed at driving racketeers and crooks out of unions, was finally sent to the house labor committee today. It had been held on Speaker Sam Rayburn's desk since mid-June.

Rayburn (D-Texas) had delayed sending the bill to the committee until it cleared another measure providing for regulation of employee welfare and pension funds.

Supporters of the latter measure had feared the two bills might be combined, and neither enacted, if both were before the committee at the same time.

The committee is not expected to act on the general labor bill, which the senate passed 88-1 on June 17. Rayburn told newsmen today he doubted if there would be any action on the bill this year.

The general labor bill, among other things, would require secret balloting in union elections, limit the terms of union officers, and require detailed public financial reports by unions.

Italian Premier, Ike Discuss Mideast Crisis

Washington — (P) — Premier Amintore Fanfani of Italy began emergency Middle East talks with President Eisenhower today after two speeches before congress.

He has scheduled separate appearances before the senate and house in advance of a stag luncheon at the White House with Eisenhower.

The 5-foot 2-inch Fanfani, known in Italy as "the little dynamo," is reported ready to stress a combined European-American aid program as a means of easing the Middle East crisis.

Explorer IV Sends Much Information on Radiation in Space
Cape Canaveral, Fla. — (P) — Explorer IV satellite is sending back a wealth of information on a hot field of radiation high in space.

Although in orbit only three days, the heaviest and most important U.S. satellite already has confirmed the existence of the killer rays at an altitude of 600 miles above the earth.

Dr. James Van Allen of Iowa State university, who directed the development and assembly of the satellite's complex instruments, said yesterday the data to date looks very satisfactory and interesting.

Meanwhile, the air force stepped up preparations for the first moon launching. It was learned the target date was set for sometime between Aug. 15 and 17.

Rubirosa Appointed Ambassador to Cuba
Ciudad Trujillo, Dominican Republic — (P) — Porfirio Rubirosa today was appointed Dominican ambassador to Cuba by President Hector Trujillo. Rubirosa's current post is minister-counsellor in the embassy in Paris.

Ghost Plays, With Shivers, Keep Japanese Folks Cool
Tokyo — (P) — The hot weather has begun in Tokyo and the famed Kabuki theaters have started their special kind of air conditioning—ghost plays.

These plays are performed only during July and August, when the thermometer hovers around the 90s.

One critic explains: "Cold Shivers"
"Ghost plays give the audience cold shivers. They make one feel as if icy fingers were crawling up and down one's spine. In other words, the audience is given a thrill that makes them feel cool."

These plays are said to have begun for summer performance around 1780. The most famous, an 18th century masterpiece called "Yotsuya Kaidan," is currently packing in those seeking escape from the heat.

Following is a review of the play:
"There is not one single scene that is pleasant."
"Oiwa (the heroine) has only recently given birth to her first child and is tricked into taking poison. . . She decides to visit the person who has given her the poison to voice her grievances."
"Before going out she sits before the mirror to comb her hair. To her horror her hair falls out as she puts her comb through it. . . Oiwa completely loses her mind when she sees her disfigured face and stabs herself to death. Just at that moment her half-starved baby is chewed to death by a giant rat."

Oiwa's husband, Yoemon, meanwhile has killed her father.

Marinette Tavern Fire Fatal to Proprietor

Marinette — (P) — Flames swept a tavern near the Marinette city limits today, killing the proprietor.

Reuben Flink, 47, who was alone in the building, died of burns at Marinette General hospital.

The fire was discovered shortly after midnight. Its cause was not determined.

How to picnic without a care
Picnics are really a pleasure when you don't have to worry about your clothes. What matter if they're spotted by food or soil? Relax! All you have to do is send them to us. We chase even the most stubborn stains in a jiffy . . . restore that "bandbox" look of dazzling freshness.

Men's Suits
Ladies' Suits
or
Ladies' Plain Dresses

Skirts - Sweaters - Trousers . . . 65c

CASH & CARRY

Peerless Laundry & Dry Cleaners
307 E. College Ave. Phone RE 3-4428

Uneda Cleaners & Laundry
518 W. College Ave. Phone RE 3-6678

Economy Dry Cleaners
126 N. Oneida St.

North Side Launderers & Cleaners
200 W. Wisconsin Ave. (Drive In)

VALLEY FAIR Cleaners & Launderers
In the Valley Fair Shopping Center

Recklessness Costs License, \$35 for Driver

Used Bear Creek Streets for Fast Driving, Court Told
Franklin E. Schweitzer, 22, route 2, New London, today was fined \$35, charged six points against his driving record and had his driver's license revoked for 60 days after he admitted driving recklessly in Bear Creek.

Captain Ronald E. Decker of the county traffic police said Schweitzer was arrested after he drove at a high rate of speed around the village. Decker added residents had requested police to watch the village when a group of drivers began to use its streets as a speedway.

Also charged with reckless driving were Forest W. Parsons, 32, Milwaukee, fined \$35, and Jerome J. Dorn, 17, Hortonville, fined \$80 and license revoked for a year. Municipal Judge Oscar J. Schmieg stayed the last 11 months of the revocation on the condition Dorn is not arrested for a moving traffic violation for a year. Parsons was arrested by Center Constable Reginald Brockman July 15 and Dorn by county police Wednesday. Both drivers will be charged six points for the offense.

James W. Hurst, 20, route 3, Kaukauna, was fined \$200 and had his driver's license revoked for 30 days for having beer in his car while minors were passengers. Hurst was arrested by county police Saturday night in the town of Buchanan.

Colvester H. Buss, 18, route 2, Menasha, was fined \$75, charged three points and three more points for causing an accident for inattentive driving. Buss was charged after his car's brakes failed and he rammed into three cars waiting for traffic at Washington and N. Oneida streets Monday morning.

Fined \$10 and charged three points for ignoring stop signs were: Thomas J. Metko, 21, 625 S. Douglas street, Ronald M. Vanevenhoven, 21, 320 W. Ninth street, Harold F. Parish, 63, 1121 N. Division street.

Alma M. Piette, 55, 519 E. Glendale avenue, denied the charge, posting \$13.95 bond for trial Aug. 15.

Thomas C. Kottmer, 35, 1515 N. Alvin street, was fined \$10 for no registration and \$15 for using license plates for another car on the one which he was driving.

Correction
Gibson Motors' new building at S. Superior and W. Lawrence streets is not the first and new car showroom in Appleton to be air conditioned. Sherry Motors has had an air conditioned new car showroom since years making her trademark its W. Washington street building was erected in 1949, a company spokesman said today.

Appleton Machine Company's Doven division has introduced a new score or shear cut slitter. It is available with any type of electrical or mechanical drive and features optional equipment for a variety of applications. The hoses at the bottom are for the air operated cutters, a feature of the machine.

New Paper Slitting Machine Unveiled by Appleton Firm
A new score or shear cut slitting machine was introduced this week by the Doven division of the Appleton Machine company.

The new machine is capable of slitting paper, paperboard, coated fabrics, textiles, rubber and sponge rubber to a quarter-inch width.

Court Awards Damages To First Lonesome Gal

Los Angeles — (P) — The girl who claims the title of radio's original Lonesome Gal has been awarded \$20,000 by a federal court to cheer her lonely hours.

Jean King Rousseau was awarded the sum Monday as damages in her \$11 million suit against the Radio Corporation of America, two radio-TV networks and various other corporations and individuals.

Miss Rousseau, whose professional name is Jean King, charged invasion of privacy, breach of contract, and infringement of her trademark as Lonesome Gal.

She said another singer supplanted her after she spent 10 years making her trademark its W. Washington street building was erected in 1949, a company spokesman said today.

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WILL CLOSE AT NOON WEDNESDAY
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AUGUST SALE
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SAVE \$30...ELECTRIC VIBRATING CHAIRS

THINK OF IT, a chair with magic relaxing power which gently massages your body to relieve tense nerves, stimulates circulation and eases tired muscles. . . Adjust to exactly the position you find most comfortable, has king-size leg rest, handsome, durable tweed-and-plastic cover in choice of colors.

79.95 VALUE
49.95
\$1 A WEEK

SMART, DURABLE PLASTIC-AND-TWEED COVERS

The Cleve-lounger
RECLINES, SOOTHES WITH GENTLE MASSAGING ACTION
SEALED ELECTRIC MOTOR, GUARANTEED FOR A YEAR

Leath's
Downtown Appleton

Norman Kohl to Head Committee For Annexation

Norman Kohl, route 2, Appleton, Monday was named chairman of a committee of the town of Grand Chute residents interested in having the area west of Appleton to Highway 41 and between the river and W. Wisconsin avenue annexed to the city.

Kohl and his committee will sound out other residents about annexation and find out more about it.

Director of Public Works Edwin J. Duszynski told committee members, gathered at Elm Tree bakery, of alternate proposals for providing sewer service to the area. He said it would be better to annex as large a portion as possible to reserve sites for schools, fire stations and other needed facilities.

Also present were Ald. Thomas Schneider and Ald. Kenneth Priebe. Another meeting is planned by the committee for next week.

Drivers Deny They Raced, Drove Into Ditch on County EE
Two drivers today in municipal court denied driving recklessly on County Trunk EE in the town of Center Saturday night.

Lyle E. Schultz, 18, 1611 N. Clark street, and Ronald DeBruin, 24, 1907 N. Richmond, doors in seven Bake Rite company trucks at the firm's plant, 1717 W. College avenue, Man-ager Harold Gullixson told police today.

Bakery goods in the trucks have been taken and apparently eaten in a nearby lumber yard, police said. Indications are that a group of youths is responsible, they added.

Locks on the truck doors are being replaced, Gullixson said.

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Youths Fined For Episode With Girl, 15
Two youths were fined today in municipal court for an episode with a 15-year-old Sheboygan girl — one for furnishing liquor, the other for his conduct.

Jesse Meyer, 18, Sherwood, was fined \$350 and placed on probation for two years for lewd and lascivious conduct. Municipal Judge Oscar J. Schmieg withheld sentence by placing Meyer on probation.

Ronald G. Kositzke, 21, 1118 W. Wisconsin avenue, was fined \$250 for furnishing liquor to the youths and that they bought liquor to take with them. She said she did not remember what happened after they left the last tavern.



A Practice Session in Judging gladiolus spikes is undertaken by these members of the Fox Valley Gladiolus society in preparation for the state show to be held Aug. 9 and 10 at the Masonic temple. Seated are Harold Blessman, left, Appleton, the society's vice president and show floor manager, and Walter Bell, Appleton, treasurer and superintendent of judges. Standing, from left, order, are Sid Wilson, Menasha, publicity director, Kenneth Krake, Neenah, and Carl Knoll, Appleton, a director of the state society. (Post-Crescent Photo)

These Days

UN Maintains Peace by Destroying Small Nations, Sokolsky Charges

BY GEORGE SOKOLSKY

American policy since the end of the war has been one of placating enemies, often buying them off, and neglecting friends. As a result, we are weak in friendships and many of our so-called friends are actually neutral; we have many enemies.



Sokolsky

The administration of the United Nations, which should have no policy at all and should exist for housekeeping purposes only, does have a policy. It between Lebanon and Egypt, or is that of preserving the United Nations at any cost, even at partial between Egypt and Israel, the cost of demoralizing nation rael. If he is objective and impartial, he has not displayed

In the case of Lebanon, for these qualities, keeping them a dark, diplomatic secret. Person is a member of the United Nations policy Nations and a sovereign state, which its secretary general is and as such is the equal of every other member of the United of the world can best be Nations. But the United Nations, in the Lebanese rebel-states because they become lion, has made no distinction targets in the Russian or Arabic between the government of a or Chinese march of imperial-member country and enemy ism. The paradox of our age is states supporting, fomenting the rise of imperialism while and arming a rebellion in Lebanon, which should anon. No Lebanese will agree that a universal peace. Dag Hammarskjold is impartial fastest moving imperialistic of-

fort of these times, accuses the United States of imperialism. Speaking at a Kremlin dinner, he said:

"The ruling circles of the imperialist camp also, of course, have some kind of common views. Their (minds?) work in a single direction—how to wipe the socialist state off the face of the earth and destroy communism as the outlook of hundreds of millions of workers; how to perpetuate the exploitation and oppression of the working people. But just as nature did not destine pigs to look up at the sky, so the schemes of the imperialists to destroy the countries of socialism are not destined to succeed."

Liberation Heinous

Apparently, it is perfectly proper for the Kremlin to destroy the countries which are not socialist, to intrigue against governments with which it has treaties of friendship, but it becomes a heinous offense to assist once sovereign and free peoples to liberate themselves from Soviet tyranny. Thus far, some 15 or 16 countries have been absorbed in the Soviet universal state, but not a single country has been conquered by the United States. On the contrary, since World war II the United States has given the Philippines independence and Puerto Rico dominion status, which in many respects is more advantageous than independence.

Khrushchev, in this particular speech, said:

"The friendship and unity of the socialist countries is based on a different foundation. The peoples of our countries have set themselves the aim of creating a classless society which excludes exploitation of man by man, which has no division of people into rich and poor, and in which there will be an abundance of everything necessary to man—a society in which science and technology, literature and art will achieve an unprecedented state of development. And the closer our countries stand together, the more solidly we unite our efforts and help one another, the sooner communism will triumph."

Meaningless Words

These are beautiful but meaningless words. Art and science are universal and have nothing to do with socialism or nationalism. We read Tolstoy and Dostoevsky; the Russians read Mark Twain and Jack London; Shakespeare and Goethe belong to mankind; Beethoven, Tchaikovsky, Bach, Mozart, Rimsky-Korsakov have

To Your Good Health

Figure Shapes Can be Changed But Slightly, States Molner

JOSEPH G. MOLNER, M. D.

"Dear Dr. Molner: Will exercise reduce the size of the tummy? I am not over-weight, maybe under-weight, so I don't want to take off pounds."

"Can something be done about legs that are too thin? Would exercise build them up or reduce them? One more: I have heard that certain foods like



Dr. Molner

produced for the universe. Edison's electric light burns equally in a palace and a hut, in China, Pakistan, Moscow or New York. The atom and hydrogen bombs will kill us all or benefit us all without regard to nationality.

Khrushchev, however, lives on promises which, to those who are without many of the benefits that we already enjoy, afford a swift glance into a heaven on earth to come. That particular kind of life can be found in New York, London, Paris, Bonn and hundreds of other cities in the western world.

(Copyright, 1956)

bread, cakes, etc., will more likely put weight on through the middle. Is this true?—M. L."

Look here, girl! I wouldn't question a lady's veracity, but could you be misinformed? Let me conjecture a minute. You tell me you aren't over-weight, "maybe under-weight." Meaning, I should judge, that you are somewhere around the total poundage that the charts mention for your height. On the other hand, you have a big tummy and thin legs.

Not Much Can be Done Can anything be done? Will exercise help or hurt? Well, I'll make myself thoroughly unpopular by telling the truth. There isn't much you can do about it. There probably is a little. Generally speaking, when we are old enough to vote, or rather a good bit sooner, we have established our general shapes. We can change our shapes slightly by achieving whatever our ideal weight may be. But if we were born with thin legs, we can't do a great deal about it.

Ten years of ballet dancing or tennis or something like that probably would develop the size somewhat, simply by developing the muscle structure under 40. Why the stipulation names, I could mention some under 40? When vaccine is

tennis stars who, after years of playing, don't have over-developed legs. Just handsome ones.

Tummies, or bay windows as they are called in my sex and my league, usually are the result of eating too much, poor posture and not enough exercise to keep the muscles taut—hardly ever from any other cause.

Weight Charts Flexible

So now, having made myself thoroughly unpopular, I'll go on and add that weight-height charts must always allow some leeway for people with big bones and hence heavy frames, or for those with slim bones, whose weight normally should be less.

In other words, when you tell me you have too much tummy and too-thin legs, I wonder if you don't happen to be, naturally, of light bones and frame, and that you don't happen to be over-weight for your frame.

You might ask your doctor for a frank opinion on this. Maybe a little bit of reducing, and a fair amount of exercise, would tighten up those abdominal muscles, take a little weight off the tummy—and make people realize that a naturally—slim woman with a nice, neat figure. In fact, may very possibly discover that your legs are slim, but not too thin, after all.

Law of Averages

"Dear Dr. Molner: There has been so much emphasis on having Salk polio shots if you are under 40. Why the stipulation is

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scarce, I can understand saving it for the children, but when there is ample supply, why still say "under 40"?—J.F."

There isn't any reason for a person over 40 not having the vaccine except the law of averages. By that age, most of us have acquired immunity. That's the whole story. If vaccine is ample if your vicinity and you want the shots, there is no reason why you shouldn't. Believe Doctors

"Dear Dr. Molner: Although I have an enlarged heart and, skipped heart beats, I have been told by five doctors that I don't have heart trouble. Is there any information you can give?—B.S."

Sure. Believe what they tell you. The skipping of a beat rarely if ever means any physical fault. The enlargement probably means that you once had some sort of problem, because enlarged hearts are a dime a dozen and mean nothing as often as they mean something. After five doctors have said the same thing, why not accept the fact that your heart is healthy? In other words, just be glad and let it go at that.

(Copyright, 1958)

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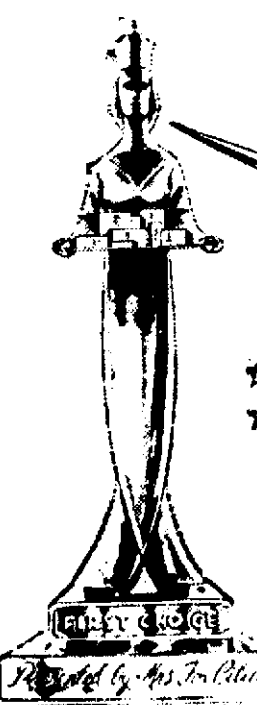


As Modern as Tomorrow...

INSPECT the huge, modern and efficient service arena. Here you will see the ultimate in design, spaciousness, and equipment to fill your largest or smallest service requirements quickly, efficiently and economically. Conveniently located service entrances on Lawrence or Superior Street. Over 3,500 square feet of parts area to provide on-the-spot availability of parts and accessories. Excellent customer parking facilities right next to the new building on Superior Street.



See the FINEST cars displayed in the FINEST FASHION. Here is the most beautiful automobile showroom to be found ANYWHERE... a symphony of spaciousness, rich mahogany, walls of sparkling mirrors, the best in air-conditioning, and the most modern lighting. Truly a perfect setting for America's greatest cars, the incomparable '58 Chevrolet and the "Standard of the Industry", the magnificent '58 Cadillac.



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Gibson Motors

Corner of Superior & Lawrence St.

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- It's Fully Automatic
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IF IT DOESN'T HAVE CAMS

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GUARANTEED TILL 1978

Population Count of Fox Cities 128,552

CONTINUED FROM PAGE 1

in 2-family apartments, .7 per cent in 3-family apartments, and .4 per cent in 4-family apartments.

Family Size

The resulting number of families is multiplied by 4.16, the average size family as shown by the survey. Eleven years of the buying habit study shows the average family size in the Fox Cities is larger than the U.S. of Wisconsin average.

The 4.16 average size indicated is used in determining the 1958 population estimate rather than the 3.64 average family size for Wisconsin determined by the 1950 census. (The 1950 Wisconsin average family factor is used by the Audit Bureau of Circulations, which set the 1956 Fox Cities population at 111,438.)

The survey uses three basic areas in determining buying habits and other information, including population. They are

the Appleton sector, the Neenah-Menasha sector and the Kaukauna, Kimberly, Little Chute, Combined Locks sector.

The Appleton sector, composed of Appleton and the urbanized portions of the towns of Grand Chute, Harrison, Menasha and Buchanan, contains an estimated 13,884 dwellings, 15,776 families and 65,629 people.

Other Sectors
The Neenah-Menasha sector has an estimated 8,596 dwellings, 9,768 families and a population of 40,636, including the town of Neenah.

The Kaukauna, Little Chute, Kimberly and Combined Locks portions of the town of Vandenberg, has an estimated 4,716 homes, 5,357 families and 22,285 people.

That makes a total Fox Cities estimate of 27,196 dwellings, 30,902 families and 128,552 people.

The Consumer Buying Habit study sampling was made on a scientific basis. Experience has proved it accurate. Allowing for a possible 3 per cent error one way or the other in the sampling, it would indicate the Fox Cities population is somewhere between 124,695 and 132,409.

Showers Soak Part of State

Lightning Causes Six Deaths in Other Sections of Nation

Heavy showers pelted sections of Wisconsin overnight as the tag end of a rain belt passed across the state.

Forecasters indicate light showers may be expected in some areas this afternoon and tonight, but generally pleasant summer temperatures will remain.

Lightning in other sections of the country accounted for at least six deaths. Four boys were killed in San Francisco Monday and two sailors in Norfolk, Va. Lightning shattered the steeple of the First Baptist church of Norfolk and rain flooded downtown areas.

The deadly electrical flashes on both coasts jabbed from a stormy pattern so pervasive that the weather bureau predicted shower or thunderstorm activity in 47 of the 48 states before Wednesday night. The likely exception, forecasters said, was North Dakota.

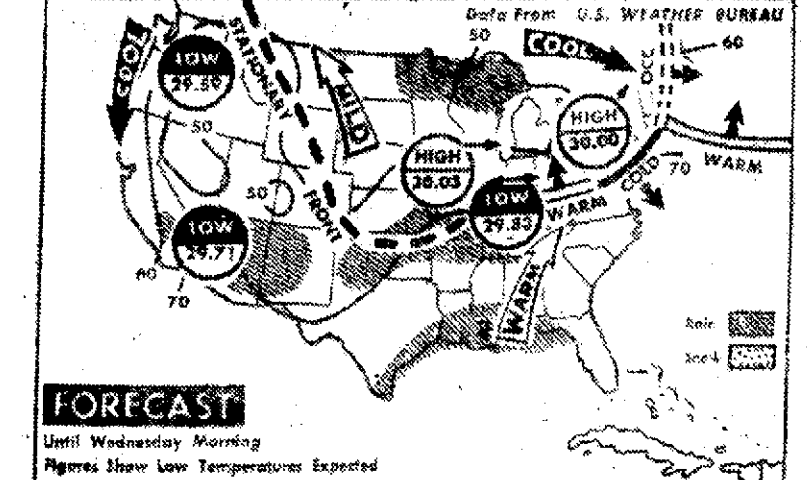
In Wisconsin, according to the Associated Press, Lake Geneva recorded more than a half inch of rain and Highland had one-third of an inch during the night. Heavy rain doused the Racine area at 8:30 this morning.

Temperatures were a little cooler early today compared with those of early Monday. Minimums ranged from 50 at Phillips to 66 at Madison. Maximums Monday were in the 70s and 80s, topped by 87 at Lake Geneva and Racine. Superior's 75 was the lowest reported.

The mercury soared to 111 degrees at Needles, Calif. Monday and slumped to 24 at Fraser, Colo., during the night.



Robert Soukowsky, son of Mr. and Mrs. Paul Soukowsky, route 2, Menasha, plays Robert E. Lee in "The Confederacy," a symphonic drama at Virginia Beach, Va. Soukowsky changed his name to Stanton for the production. His wife is the former Barbara Zierke, daughter of Mr. and Mrs. Victor Zierke, 810 E. Winnebago street.



Cooler Weather Is Forecast for New England tonight while a rising temperature trend should occur in Montana. Elsewhere little change of temperature is anticipated. There will be thundershower activity in various parts of the nation. (AP Wirephoto)

Barrymore Opposes Move to Reopen Estate

Los Angeles — Actor John Drew Barrymore is opposing a legal move to re-open his father's estate.

After John Barrymore's 1942 death his estate was finally closed, listed as insolvent. But Gordon Levey, the estate's executor, is now petitioning for court appointment as administrator to reopen it.

Young John said that he was willing to drop his opposition to Levey's petition if Levey, an attorney, discloses his reasons for filing it. But Levey would not discuss the case.

The young actor's attorney said that the estate may be entitled to some revenue from old Barrymore films now being shown on television.

Temperatures Around Nation

	H	L		H	L
Albany	76	70	Milwaukee	84	65
Albuquerque	91	64	St. Paul	82	58
Atlanta	94	74	New Orleans	93	73
Bismarck	79	49	New York	74	70
Boston	68	64	Oklia. City	88	74
Chicago	84	66	Omaha	84	66
Cleveland	85	63	Philadelphia	89	72
Denver	85	64	Phoenix	108	73
Des Moines	87	68	Pittsburgh	88	67
Detroit	85	63	Portland	95	60
Fort Worth	89	79	Rapid City	78	58
Indianapolis	84	57	Richmond	94	74
Kansas City	82	64	St. Louis	85	66
Los Angeles	82	63	Salt Lake City	88	70
Los Angeles	82	63	San Diego	76	61
Los Angeles	82	63	San Francisco	76	60
Los Angeles	82	63	Seattle	97	69
Los Angeles	82	63	Tampa	84	74
Los Angeles	82	63	Washington	89	74

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BETSY AND ME

That second year!—I'll never forget the day Farley learned to spell his first word!



Witnesses Start Canvass Of New York

New York — Thousands of Jehovah's Witnesses go from house to house today to tell New Yorkers that a new world may be at hand.

The canvass was called for yesterday by Nathan H. Knorr, president of the Watch Tower Bible and Tract society, which is the Jehovah's Witnesses' legal name.

Knorr told 151,003 Witnesses, packed into Yankee stadium and the Polo Grounds, that all the signs of Jehovah "portend that we are standing at the threshold of a peaceable, happy and life-giving new world."

Night Session

A night session Monday night attracted 133,283 persons to the two ball parks.

The Witnesses, who are in the third day today of their 8-day divine will international assembly, believe a battle between good and evil—Armageddon—is close at hand.

God's judgment against this world has escaped Christendom "with its more than 820 million professed Christians," Knorr said. Christendom, he added, will be destroyed.

The Jehovah's Witnesses' head stressed his group's position outside the stream of organized religion.

None of the major divisions of Christianity "or any of the other more than 1,000 religious sects" are derived from God, Knorr said.

Two More Deaths Hike Toll to 415

By The Associated Press

The deaths of a motorist and a boy pedestrian late Monday raised Wisconsin's 1958 traffic fatality toll to 415, compared with 456 on this date last year.

Anthony Narewski, 9, Milwaukee, was injured fatally Monday afternoon when struck by a car after he ran into the street near his home.

Robert G. Keenan, 44, Babcock, Wis., was thrown from his auto and crushed to death by the machine when it overturned near the intersection of Highways 100 and 74 in northwestern Milwaukee county Monday night. Sheriff's deputies said the car and the dead man lay 150 feet from the road, which bore marks indicating the car skidded more than 100 feet.

Give Control of Money To Margaret O'Brien

Los Angeles — Onetime child star Margaret O'Brien, now 21, has been given legal control of her \$152,459.92 savings.

The money has been administered by her mother, Mrs. Gladys O'Brien, who submitted her final accounting of guardianship Monday to the superior court.

Miss O'Brien, a veteran of 14 years as an actress, was earning \$150,000 a year not long after her first role — the reading of the Gettysburg address in a government short with Jimmy Cagney during World war II.

Kiwanians to Hear Talk on State Park

Clyde Smith, Campbellsporth, of the state conservation department, will discuss the present and future development of High Cliff State Forest park at the Kiwanis club meeting Wednesday noon at Conway hotel.

Smith, supervisor of the northern Kettle Moraine Forest and Park area, is in charge of the High Cliff park development on the northeastern shore of Lake Winnebago.

WINDOW SHADES

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Needle Work



658



BY LAURA WHEELER

It's a joy to "do" these pretty dishes in gay colors to spark the decor of your kitchen.

Gift inspiration! Present a friend with a pair of "show" towels. Quick cross-stitch. Pattern 658: transfer 6 motifs 5x8 inches; color suggestions.

Send Thirty-five Cents (coins) for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Appleton Post-Crescent, 338 Needlecraft Dept., P.

Your Problems

Girl's Reputation Is Precious; Like a Jewel, Keep It Shiny Bright

BY ANN LANDERS

DEAR ANN: I went out with the fellows the other night and had too much to drink. All the guys were bragging about their conquests (if you know what I mean). I'm keeping this tame because I want it to get into the paper and I know you can't print anything too rough.

I didn't want to seem like a square who was out of it, so I said things about my steady girl which were not true. After I shot my mouth off I felt like a dirty dog.

The next day one of the guys told his sister what I said about my girl and it got back to her. She's boiling mad and refuses to have anything to do with me. I can't even get her on the phone so I can apologize. What shall I do?—BIG MOUTH BENNIE

There are names for fellows like you, but I'm keeping this tame because I want it to get into the paper, too.

It's the moral obligation of every boy to protect the reputation of his girl. You deliberately lied about yours and you deserve to lose her.

The very least you can do now is go back and tell the fellows you lied. Maybe your former girl will hear about it and give you another chance.

If she does, it's better than you deserve—heel.

DEAR ANN: I'm a widow with three married children. My daughter and her husband have always been wonderful to me. My two sons and their wives have been cold and indifferent. They never call to see if I'm living or dead. If it weren't for the annual poinsettia plant at Christmas and the roses on Mother's day I wouldn't know they were alive either.

I believe in permitting children to lead their own lives. I've never complained to my sons or let them know how I feel.

In September I'll be 74. When my husband passed away he left everything to me. At that time I wrote a will dividing my estate equally among my three children. It's larger than any of them suspect, due to quiet stock purchases made by my late husband in 1934.

I've been having some second thoughts, Ann, and perhaps my children should receive in

proportion to what they've given. What do you think?—MAMA

DEAR MAMA: I'm not about to help anyone write a will. I urge you to crystallize your thoughts however (second and otherwise) and make some firm decisions. Too often such matters are postponed because of superstition or sheer procrastination. The law will act on your last will and testament—not what was on your mind.

DEAR ANN: I have a hunch what you'll tell me, but I must write and find out for sure. I married a very nice man because he was good to me. My real boy friend (I'll call him George) was overseas and hadn't written in three months. I didn't marry out of spite. It was more the feeling that George was not reliable and perhaps my pride was hurt.

Now eight years later, George turns up as a butcher in the neighborhood supermarket. He's better looking than ever, not married and I flip whenever I see him. He gives me choice cuts (at ridiculous prices) and has begged me to meet him somewhere to talk things over. My husband isn't wonderful but he doesn't send me the way George does. Am I foolish or am I just a woman who married without knowing what love was?—BETTY

Change butchers and don't let fancy T-bones tempt you into doing something you may regret forever.

An unattached former boy friend who suddenly appears on the scene is bound to look more glamorous than the tried and true husband of eight years. Beware, this butcher could make mincemeat out of your life.

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By Jack Cole
Appleton Post-Crescent 13
Tuesday, July 29, 1958

Mullen Clan Has Reunion At Erb Park

The Mullen family reunion was held at Erb park Sunday. There were 275 people present. Traveling the longest distance was William Mullen, his wife and five children, from Shawnee, Kans.

The oldest member was Tom Mullen, 86, Kaukauna, and the youngest was the 2-month-old son of Mr. and Mrs. Reed Mullen, Kaukauna. The largest family, with eight children, was that of Mr. and Mrs. Bernard Van Langenberg, Seymour.

Officers for the coming year are Kenneth Mullen, Oneida, president; Miss Alice Mullen, Chicago, secretary; the Rev. Thomas Mullen, LaCrosse, treasurer, and Mrs. John Dilger, Seymour, historian.

A report on their tour of Lourdes, France, Italy, Germany and the World's Fair in Brussels, Belgium, was given by the Rev. Mr. Mullen and Miss Mullen. They also toured the Republic of Ireland where they visited relatives of the Mullen family.

The Mullen reunion consists of descendants of Patrick and Bridget Coogen Mullen who settled in Outagamie county, town of Osborne, in 1868. Their farm and homestead has been in the family for 90 years. It is presently owned and operated by Mr. and Mrs. Perry Mullen. The living descendants of Patrick and Bridget Mullen number more than 460.

Bride-Elect Guest of Honor At Shower Event

Miss Cordell Klein, bride-elect of William Schroeder, was the guest of honor at a miscellaneous shower given Saturday by his mother, Mrs. Arthur M. Schroeder, route 2, Black Creek, and his sister-in-law, Mrs. Arthur M. Schroeder, Jr., route 1, Black Creek, at the parental Schroeder home.

Forty guests attended the event, with card prizes going to the Mmes. William Griesbach, route 2, Appleton, Sherman Klein, route 1, Medina, and Carl Below, Clintonville.

Miss Klein, the daughter of Mr. and Mrs. Sherman Klein, route 1, Medina, will be wed to Mr. Schroeder in Aug. 16 rites at Dale.

Leath's

WILL CLOSE AT NOON WEDNESDAY

to get set for our great

AUGUST SALE

SALE STARTS Thursday—9AM to 9PM

NOT ON SALE UNTIL THURSDAY

SERTA 4-piece (54 Inch) Hollywood DOUBLE BED OUTFIT

FULL-SIZE beds, stylish and comfortable, complete at a thrilling August sale saving... Headboard is upholstered in patterned plastic, innerspring mattress and box spring are of famous SERTA quality, entire bed is on a regular \$10 steel frame with casters for easy handling... Twin-size outfit also available.

SAVE \$30

89.95 VALUE, includes 19.95 headboard, 29.95 innerspring mattress, 29.95 box spring and \$10 steel frame.

59⁹⁵

\$1 A WEEK

54 INCH WIDTH

20 BY 26 INCH PILLOWS, 100% IMPORTED DOWN

AT HALF PRICE, plumply filled with imported down, nature's finest filling material; light, fluffy, buoyant; in blue-and-white down-proof linen finish tick with corded edges... Delivered in plastic bag.

1/2 PRICE

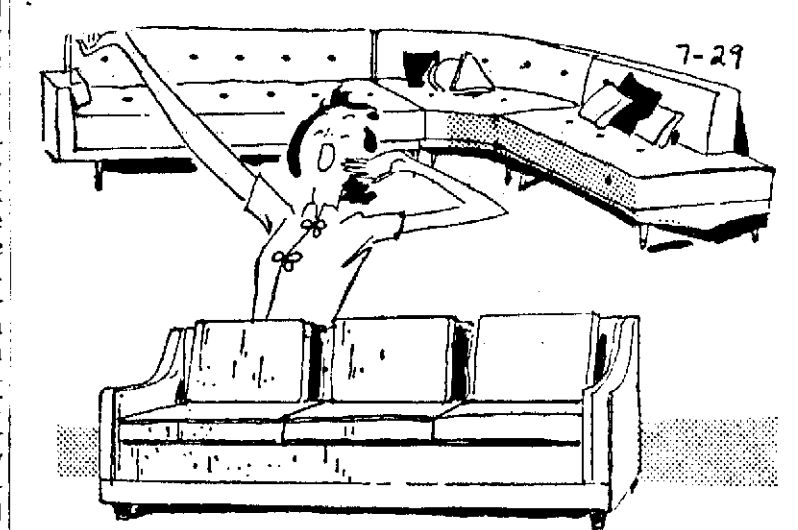
9.98 VALUE

4⁹⁹

Downtown Appleton

Designing Woman

BY ELIZABETH HILLVER



Sleeping Quarters Disguised

Choose a new, rangy sectional sofa, even one that's 3-piece and turns a corner. Or decide on a separate back pillow style for a 1-piece sofa.

When the new furniture arrives in the stores for fall, it can be done without scuttling the idea of providing the living room with extra sleep space for visiting friends and relatives. The long section at left here of the sectional sofa sketched opens out into a bed for two. The separate pillow-back sofa conceals an extra wide, 60-inch mattress.

The adaptability of these two new sofa bed designs to 1-room apartment living is clear, and

Headlines for SUMMER are Short and Sweet!

1/2 Price Special ON Permanents
Certified Feather Bob CROQUIGNOLE
Snap back curls, shaping test curls, 3-inch hair-do.
Reg. 10.00 Complete **\$4.95**

Reg. 15.00 **CREME OIL COLD WAVE** **\$7.50**
Firm Body and Wonderful Brushable Curls.

SPECIAL CREME OIL—Reg. \$12.00 COLD WAVE 5⁹⁵
Brushable, easy to manage, soft, gleaming, long lasting

Kut & Kurl
BEAUTY SALON

200 E. College Ave.
Over Barrett's



Miss Helen McGrath, second from right, was named president of the new St. Elizabeth hospital auxiliary Monday afternoon at an organizational meeting in the hospital staff room. She planned future projects with three other new officers, Mrs. Gustave Keller, corresponding secretary, left; Miss Margaret Walsh, recording secretary, second from left; and Mrs. Gus A. Zuehlke, treasurer, right. Mrs. R. V. Landis, not shown, was elected vice-president. All reside in Appleton.

Organize Hospital Auxiliary.

Miss Helen McGrath President of New St. Elizabeth Unit

Miss Helen McGrath was named president of the new St. Elizabeth hospital auxiliary Monday afternoon when a group of 100 area women gathered for an organizational meeting in the staff room at the hospital. She will serve in her capacity for one year, with Miss McGrath assuming her duties immediately at Monday's session.

Others elected and installed with Miss McGrath were Mrs. R. V. Landis, vice-president; Miss Margaret Walsh, recording secretary; Mrs. Gustave Keller, corresponding secretary; and Mrs. Gus A. Zuehlke, treasurer. They will also hold office for one-year terms.

Non-Sectarian Unit

The new auxiliary is composed of and open to all area women interested in furthering the aims of the non-sectarian service organization. Its purposes are three-fold: to provide service "extras" for both patients and visitors; to raise funds for special needs, and to strengthen understanding of hospital aims between the institution and the community.

Presiding at the temporary chairman at the meeting was Mrs. Herbert J. Becker, R.N., head nurse in obstetrics at St. Elizabeth hospital. Sister M. Salome, hospital administrator, welcomed the assembly and Sister M. Laurissa, assistant administrator, served as temporary secretary and read minutes of an earlier preliminary planning meeting.

Guest Speakers

Guest speakers were Mrs. LeRoy Stohlman, president of the Appleton Memorial hospital auxiliary, and Mrs. Frederick A. Luedtke, state advisory leader for Wisconsin hospital auxiliaries. Mrs. Stohlman reviewed the operations of the auxiliary which she heads, and discussed the projects of the 4-year-old unit which was begun July 28, 1954. Mrs. Luedtke spoke briefly, encouraging the women in their new program.

Slate of officers was presented by Mrs. Harry Long, chairman of the nominating committee, and bylaws charting the organization of the new auxiliary were submitted by Mrs. Walter Giffin of the bylaws committee.

Set-up includes the election of officers to 1-year terms, and the establishment of nine standing committees, with committee chairmen and officers to comprise the auxiliary's board of directors. Sister Salome will represent the hospital administration as an ex-officio board member.

4 General Meetings

Auxiliary members will gather four times yearly for general meetings, with the first meeting slated in October at the hospital staff room. Annual meeting will be held in March, with business to include the election of officers and the filing of annual reports.

Board members will assemble each month at the staff room, with the first meeting slated in August. Action will include the naming of chairmen appointments for the unit's nine standing committees.

Memberships in the service group have been divided into three main categories: active,

associate and life. Honorary memberships will be conferred upon women for their outstanding contributions to the auxiliary, hospital or community.

Life Membership Available

Women participating actively in the program will be designated active members, with annual dues of \$1. Associate members will be those interested in the auxiliary's aims but unable to participate actively, with annual dues of \$5. Life memberships are available for \$100. Memberships may be obtained by contacting any auxiliary officer.

Action Monday included the taking of membership applications. A social hour closed the session.

Monday's meeting was the outgrowth of an earlier preliminary planning meeting at which the possibility of organizing a unit to the hospital was discussed. Interest in the proposed unit had developed as a result of a tea sponsored by Court Ave Maria 1011, Catholic Daughters of America, given this spring at the hospital to aid charitable projects. Initially proposing the auxiliary were the Mmes. George Stutz, George Gibson, Oshkosh, and the Mmes. Rayfield Schneider, Parnell, Karl Baldwin, W. J. Prawley and Martin Unmuth.

Others on the by-laws committee, with Mrs. Giffin, were the Mmes. R. J. Brown, Ellis F. Carroll and Narovec.

Mrs. Martha Petersen Marks 90th Birthday

Mrs. Martha Petersen, 1151 N. Mason street, is marking her 90th birthday anniversary today. She was honored Sunday at a family celebration at the cottage home of her son, Russell H., at Dykesville, with Appleton and Green Bay relatives attending.

The former Martha Osmond was born July 29, 1868, at Peninsula park, Door county. She was employed as a school teacher in Door county prior to her marriage, with her first post on Chamber's Island.

Mrs. Petersen, who has resided the past 50 years in Appleton, was wed to Henry Petersen in 1893 at her home. Her husband, who died in 1915, was employed as advertising manager of the Evening Crescent, one of the forerunners of the Appleton Post-Crescent.

The nonagenarian, who is still active, enjoys reading. Appleton relatives include her son, Russell, and two granddaughters, Miss Janet Peterson and Mrs. Karl Knuth.

Newfoundland, New Jersey Trips Announced

Theodore Brunke, son of Mr. and Mrs. T. H. Brunke, 39 Bellaire court, left Monday for his home in Morristown, N. J., after a 2-weeks visit.

Mrs. Ronald Smith, daughter of Mr. and Mrs. Thomas Martin, 817 S. Kernan avenue, left Appleton last week for Newfoundland to join her husband, who is stationed there at Argentina naval base.

IT'S COOL AT THE VOGUE

APPLETON'S FINEST SALON GO TO THE VOGUE FOR ALL BEAUTY SERVICES



THIS TIME ENJOY THE EXTRA THRILLS OF HAVING A

BEAUTIFUL PERMANENT

BY VOGUE STYLISTS

DIAL 4-6000

PEGGY WONDERS

Vogue

Permanent Wave Studio



Organization of the New non-sectarian service unit was discussed by a trio after the meeting, including from left, Mrs. James Bergstrom, Neenah, Mrs. LeRoy Stohlman, Appleton, and Mrs. Frederick A. Luedtke, Milwaukee. Mrs. Stohlman, president of the Appleton Memorial hospital auxiliary, and Mrs. Luedtke, state advisory leader for Wisconsin hospital auxiliaries, were guest speakers at the session.

Woman Honored at Pink, Blue Shower

Mrs. Ronald Kippenhan, 721 N. Morrison street, was guest of honor at a pink and blue baby shower last Tuesday evening at the home of Mrs. Emery F. Krueger, route 1, Appleton.

Guests included the Mmes. Victor Halloran, Green Bay, George Gibson, Oshkosh, and the Mmes. Rayfield Schneider, Parnell, Karl Baldwin, W. J. Prawley and Martin Unmuth.

Others on the by-laws committee, with Mrs. Giffin, were the Mmes. R. J. Brown, Ellis F. Carroll and Narovec.

Women of the Moose Tell New Officers

New officers and committee chairmen of the Women of the Moose will hold their first meeting of the 1958-59 year at 7:30 Wednesday evening at Moose hall. Plans for fund raising projects and committee projects will be discussed.

Officers for the year are the Frank Rubbert, homemaker; Mmes. Sidney Holcomb, senior regent; Adeline Brandt, junior regent; Ray Steward, junior graduate regent; Ray Welch, chaplain; Andrew Jimos, treasurer; William Peterson, recorder; Ray Feuerstein, guide; Henry Brouillard, assistant guide; Earl Wooden, sentinel, and Otto Kasten, argus.

The 1958-59 committee chairmen are the Mmes. Therese Glaser, Mooseheart alumni; Gordon Steffen, Mooseheart; Harold Christianson, child care; Donald Lanser, library; Wesley Wagner, Moosehaven; The Mmes. Louella Best, membership; Steward, ways and means; Harold Cotter, academy of friendship; Charles Kauffert, college of regents; George Lanser, audit; Eleanor Mader, dining room; Feuerstein, reservations; Steward, kitchen, and Miss Linda Cotter, publicity, are also committee heads.

As a project for her committee last year, Mrs. Wagner, child care chairman, donated a Boy Scout uniform to a boy.

The presentation was made by the Rev. John Hubner, First Methodist church.

Another bridge party will be held at 7:45 next Monday evening at the Elks club. It is open to all area contract bridge players.

Want To Win \$50? See Easy Contest Rules in Buying Hobbits Tabloid in Tonight's Post-Crescent

Aug. 16 Nuptial Planned By Miss Lois Weinfurter

Aug 16 wedding plans are being made by Miss Lois Ann Weinfurter and Arthur J. Nielsen, both of Appleton, whose engagement and forthcoming marriage have been announced.



Miss Lois Weinfurter (Carter-Hanson Photo)

The engaged pair will exchange wedding vows at First English Lutheran church.

Gruetzmacher Family Attends 14th Reunion

About 90 relatives attended the 14th annual Gruetzmacher family reunion Sunday. At the business meeting, Mr. and Mrs. Fred Huebner, Appleton, were elected the 1959 officers and picnic chairmen.

A dinner and supper were served cafeteria style. Mr. and Mrs. Eldor Gruetzmacher, Hortonville, were the officers this year.

During the past year a son, James, was born to Mr. and Mrs. Robert Sterna, Madison; a son, Glenn Martin, to Mr. and Mrs. Gilbert Budlow, Milwaukee; a son, Ronald, to Mr. and Mrs. H. Martin, Milwaukee; and a daughter, Vicki Jean, to Mr. and Mrs. Huebner.

R. J. Schlueters Home From European Tour

Dr. and Mrs. R. J. Schlueters returned home after a six-week tour of Europe. They visited the World's fair at Menasha; James W. Pelton, in Brussels, Belgium, and traveled in Switzerland, Germany and the Netherlands in a foreign car.

Mrs. Robert Hartjes President of VFW Unit on Okinawa

Mrs. Robert C. Hartjes, formerly of Appleton, was installed recently as president of the women's auxiliary to the Veterans of Foreign Wars post 9723, Okinawa, Ryukyu Islands. She is the wife of Sgt. Robert C. Hartjes, who is stationed with the air force on Okinawa. He is the son of Mr. and Mrs. Dewey Hartjes, Little Chute.

Mrs. Hartjes, the former Mary Jane Ver Voort, daughter of Mr. and Mrs. Peter Ver Voort, 4237 E. Wisconsin avenue, and her husband expect to return to the United States in 1959, after spending over two years in the Orient.



Mrs. Lawrence Birschbach

was Miss Eileen Daun prior to her nuptials Wednesday at St. Mary Catholic church, Chilton. Parents of the newlyweds are Mr. and Mrs. Sylvester Daun, route 1, Chilton, and Mr. and Mrs. Nick Birschbach, route 1, Mount Calvary. (Schalbach Photo)

Helen Griesbach Engaged to Wed R. J. Francart

Mr. and Mrs. Henry Griesbach, Greenville, have announced the engagement of their daughter, Helen Jean, to Robert J. Francart. He is the son of Mr. Edward Francart, Neenah.

Miss Griesbach is a graduate of St. Mary High school, Menasha. Her fiancé, graduate of Neenah High school, served four years in the air force.

Both young people are employed at the Marathon division of the American Can company, Menasha.

The couple has not set a wedding date.

FINAL DAYS Wool Fabric SALE

Appleton Woolen Mills Retail

TO LOVE... TO CHERISH... Artcarved

DIAMOND RINGS WEDDING RINGS

We Close Saturdays at Noon

CARL F. TENNIE

311 W. College JEWELER Dial 4-1858

Across From Sears Watch Repair, Stone Setting, Engraving done in our own store The Jewelry you buy is only as good as the store and service behind it.

Professional Wedding Cands In Color As low as \$2.00 each 3 Silvertone Bridal Portraits \$12 NEUMEYER STUDIO 107 W. College Ph 100 Open Wed and Fri Even

The Rose Shop Where smart women love to shop

Summer Clearance

Our Entire Stock of Spring and Summer Apparel REGROUPED and REPRICED for Quick Disposal!

BETTER DRESSES		SUMMER COATS	
The season's most popular materials including our most desirable cottons. Sizes 7-15 and 8-20.	Values to \$9.95	Faile — Linen — Wool Jersey, Etc.	Values to \$22.95
NOW	\$5.00	NOW	\$8.00
Values at 12.95	\$7.00	Values to 29.95	\$10.00
NOW	\$9.00	NOW	\$15.00
Values to 17.95	\$10.00	Values to 39.95	\$15.00
NOW	\$10.00	The greatest values you will ever find. Spring coats at enormous savings. Shorties as well as regular length.	

These are all the season's latest and most fashionable styles.

SWEATERS:		Short Sleeve CARDIGANS	
One Lot of FUR BLEND CARDIGANS Sizes 34 and 36	Values 12.95 .. Now \$4.00	Banlon, in all sizes, Pastel colors. 7.95	Values .. Now \$4.00

BLOUSES		SKIRTS	
A fine selection of season's most wanted styles and colors: Roll up — short or sleeveless.	Sizes 30-38. Values to 7.95	Spring as well as summer; mostly washable materials.	Values to 6.95
NOW	Only 2.00	NOW	\$3.00
		Values to 8.95	\$4.00
		NOW	\$5.00

Also Reduced for Quick Clearance: Swim Suits ★ T-Shirts ★ Pedal Pushers ★ Jamaicas Bermudas ★ Shorts

WE URGE YOU TO ATTEND THIS EVENT WITHOUT DELAY

The Rose Shop 107 W. College Ave.

Mother's Helper

by Helmann & Pearson



CLEAN SMALL feathers from little birds are wonderful additions to your children's art supplies. Your pet parakeet or canary often sheds colorful feathers—less bright ones fall from wild birds. Use them to make a realistic headress on a drawing of an Indian brave or squaw. Tape or glue them to the paper.
(Copyright, 1958)

Culbertson on Bridge

By Ely Culbertson

Quite aside from the multitudinous methods of slam bidding, there are two broad philosophies that apply to this field. One is to be as accurate as possible, exchanging full and specific information with partner, even at the expense of letting the enemy listen in; while the other philosophy is to be reasonably sound but not too honest.

Players who go in for the latter technique, at least occasionally, argue (with considerable truth) that slam-zone hands usually depend on the opening lead, and they see no reason to tell the leader which suit-selection will beat the slam.

Let's look at a pertinent deal from a rubber game:

South, dealer.
Neither side vulnerable.
NORTH
S-A 9
H-K J 9 8
D-K 5 4
C-A J 10 6

WEST EAST
S-Q 8 6 5 S-K 10 4 3 2
H-7 4 2 H-3
D-10 3 D-Q 9 8 6
C-Q 9 5 4 C-K 7 3

SOUTH
S-J 7
H-A Q 10 6 5
D-A J 7 2
C-8 2

This was the actual bidding:

South West North East
1 H Pass 2 C Pass
2 D Pass 4 N T Pass
5 H Pass 6 H

West, with almost identical holdings in the black suits, saw no reason to disbelieve North's original club response, hence did of her memories of lake scenes. The oil paintings she does are mostly landscapes. However, a water color, "Pine Lake," won in the Waupaca regional art show, she added. Both artists say they have entered paintings in other competitive exhibitions in the last five years.

It is plain enough that a slam on these particular North-South cards was far from ideal—but that very fact brings us back to our theme, which is: North should have been either more conservative or more strategic. Once he had made the honest club bid, he should have eased up and not insisted on a slam. If North was intent on driving, come what might, he

FINAL DAYS
Wool Fabric
SALE
Appleton Woolen Mills
Retail

GEENEN'S
E.O.M.
SALE
Continues Tomorrow
• Hundreds of Bargains
Throughout the Store!

ON STAGE—IN PERSON—ALL ALIVE
Three Little Pigs



With a Brilliant, All-Professional Cast Featuring Real Dwarfs as the Three Little Pigs.
THURSDAY AT 1:30 P.M.
One Performance Only—All Seats 50c
RIO THEATRE

Valley Fair Shopping Center
ALL YOUR NEEDS IN ONE CONVENIENT LOCATION...

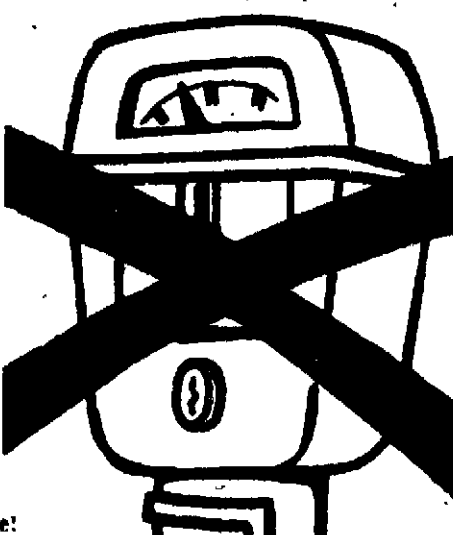


WEATHER REPORT:
Always fair and dry in the enclosed mall at Valley Fair!
• Shop in COOL "fresh as a lake breeze" comfort along the enclosed mall!
• Come as you are—comfortable, informal attire is popular among Valley Fair shoppers.
• All stores open 'till 9 P.M. daily.

"X"
Marks The Spot...

NO FEEDING the "Meter". NO driving all over town to find a PARKING spot when you shop at beautiful Valley Fair!

Over 2,000 Unlimited FREE Spacious Parking Spaces for Your Shopping Convenience!



Local "Rembrandts" Win In Sidewalk Art Show



BY SUSAN DILDAY
Post-Crescent Staff Writer

Maurice Lewis, Appleton, won first place, best of show award, for his oil painting, "Full Moon," in the fourth annual Sidewalk Art show in Wautoma city park over the weekend.

Miss Dorothy Rappel, Appleton, won a merit prize for her water color, "New Orleans Series No. 1 (Pirates' Alley)," and Miss Phyllis Davidson, Appleton, won an honorable mention for her oil painting, "Pine Lake."

Lewis, southern division gas manager for the Wisconsin Michigan Power company, also received honorable mention for an oil knife painting, "Old Willows." The first place entry brought him a blue ribbon and a cash prize.

There were 197 entries on exhibit from central and north-eastern Wisconsin amateur artists.

Lewis, who refers to himself as a general hobbyist, began to paint about five years ago while recuperating from an illness. He was looking for a hobby not too strenuous, something relaxing.

Has Many Hobbies

Among his hobbies is music. He is best known for his direction of the early Masonic lodge minstrel shows and later, the Barbershop society's minstrels. He sang in the Barbershop chorus and was a member of the Four Keynotes quartet which was an international contest finalist.

"I've been a bee keeper, a gardener and a stamp collector, but painting is my most recent endeavor," he said.

A neighbor woman brought him some tubes of paints five years ago and he began his artistic career.

"I had done some sketching prior to my painting days, but I only called it doodling. However, the pencil sketches were usually of seascapes or landscapes, which I now do in oils," he remarked.

Early Morning Painter

Mr. Lewis has a studio in the basement of his house, and often paints in the mornings before he goes to work. He gets up at 5:30 in the morning, and considers this the best time to work.

Although Lewis has no formal training, he did attend a Tuesday evening art class at the Worcester Art center, under the direction of Tom Dietrich, artist in residence. People who attend the class study the technique of drawing the human figure.

"I rarely paint a human subject or do a portrait, such as we did at the art center, except for practice," commented the artist, "since my main love is the landscape and still life subjects."

Lewis explained he paints entirely from memory and his imagination, with the aid of sketches he has made of scenes



Miss Dorothy Rappel, 602 E. Eldorado street, left, received a merit award for her watercolor, "New Orleans Series No. 1 (Pirates' Alley)," in the Rural Rembrandts' sidewalk art show last weekend. Miss Phyllis Davidson, 1200 Jardin court, right, won an honorable mention for her oil painting, "Pine Lake." Judge for the event was Norman E. Keats, Wisconsin State college, Stevens Point.

he found unusual and interesting. His painting, "Full Moon," incorporated a sketch of a house he saw at Pelican lake. It looked as though the owner made additions to it, without considering scale or levels. He used the sketch, put it in a different scene and developed his conception of the mood a full moon creates.

Amateur Art Show
"Full Moon" was the first entry Lewis ever made in a show where prizes were awarded. He described this show, sponsored by the Rural Rembrandts, as strictly for the amateur painter. It is held each summer by the Wautoma Art club. Paintings are put on racks in City park and then taken to the library for the final judging.

Any amateur can enter four original works and pay a small entrance fee, he continued. This year the paintings were judged by Norman Keats, Wisconsin State college, Stevens Point. Crafts, ceramics and wood sculpture also were on exhibition.

This amateur artist also has exhibited in the Lawrence college non-jury show for local artists and at the Valley Arts exhibit at Valley Fair shopping center. "Full Moon" will be on exhibit in the Athearn hotel, Oshkosh, during September. Lewis plans to enter his work in the state fair competition in August, a show in which only 200 of 1,400 paintings submitted will be used.

Other Art Groups
"I'm also a member of the Valley Artists organization," he mentioned. "They keep artists in touch with exhibits being held in the locale, they have connections with other

artists' clubs, and they generally broaden the scope in art work for the amateur."

He said the Wisconsin Department of Agriculture sponsors a rural art program. Through a series of elimination contests, winning amateur artists can enter works at the state fair. This organization also promotes art shows at county fairs.

Lewis' biggest reward is to have people look at his work. "There is great enjoyment in listening to comments of others and observing their tastes in art. What I prefer, others usually do not."

Paints Freely
There are no rules in painting, but certain basic principles can be applied, he said. A large part of any formal training is to do whatever a person is inspired to do, and to do it freely, he advised. All amateurs are prone to be cramped in their style when they begin, but soon they develop a certain freedom if they are to have success.

"My object in oil paintings is to get depth in perspective through design and color. Painting has to be something besides a photographic representation. It has to tell a story or create a mood," he concluded.

Painting A Hobby
Miss Rappel began to paint in 1950 as a hobby. She had four years of informal instruction at vocational schools in Two Rivers and Appleton. She works in water colors and caustics, doing still lifes and landscapes.

"While vacationing in New Orleans I did my New Orleans series, all of them French Quarter street scenes and waterfront scenes in watercolors," she said. Her Rural Rembrandt show winner was one of this series.

During the summer of 1956 Miss Rappel spent two weeks at the community arts workshop at the University of Wisconsin, under the auspices of the university extension division of the state department of agriculture. Her instructor was Aaron Bohrod, artist in residence at Madison, she added.

Life-Long Artist
Miss Davidson has drawn since she was of pre-school age. Her only formal training was

Youth Group Plans Outing at Silver Lake
An outing Aug. 17 at Silver lake has been scheduled by the Outagamie Older Youth group, with a potluck dinner planned for the event. Plans for the picnic were made Thursday when club members met at Freedom High school for a regular monthly meeting.

The next regular session will be Aug. 27 at Shiocton Graded school.

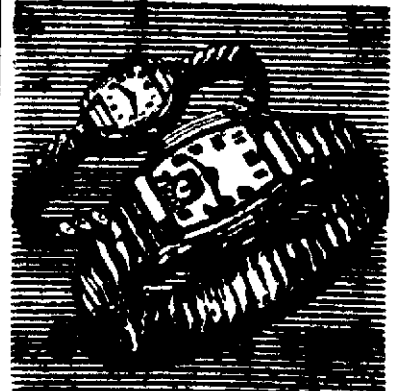


Robert Ristau Named Head of Professional Unit

Robert Ristau, a former resident of Appleton and a 1946 graduate of Appleton High school, has been elected president of Alpha Eta chapter of Delta Pi Epsilon at the University of Wisconsin. The group is a national honorary professional graduate fraternity in business education.

Mr. Ristau is head of the business education department and curriculum coordinator for the Monona Grove High school, Madison. He received his bachelor of business administration degree in 1951 from the UW, graduating with honors, and was granted his master of science degree in education from the UW in 1957.

Twin Sisters, Mrs. Emma Cranmer, left, and Mrs. Emily Crandall of Orem, Utah, are celebrating their 95th birthday anniversary today. The sisters, born July 30, 1863, examine sheets of the new four-cent stamps which bear the portrait of Abraham Lincoln. They were born during Lincoln's first administration. (AP Wirephoto)



SPECIAL
Men's and Ladies' WATCHES
17 Jewels
\$19.95 Incl. Tax
Budget Terms

MARX JEWELERS
Jewelry Since 1910
212 E. College Ave. Appleton

In Good Taste Wife Left Out Of Wedding Invitation

Dear Mrs. Post: I was married a little over a year ago—a second marriage for both of us. In all this time I have seen his family just once; although my husband sees them from time to time. They never did approve of his marriage to me. Yesterday, my husband received an invitation to his niece's wedding, addressed to him alone. I think this is a direct slight to me and that my husband should not go to the wedding or even send a present. He thinks he should do both as it is his sister's child and will only cause a family rift if he does not go. I am very much upset over this and would like your opinion.

Answer: Properly he might send his niece a present. But he will be very disloyal to you if he goes where you have not been made welcome.

Interest in Ring
Dear Mrs. Post: When a friend or acquaintance becomes engaged, is it proper to ask to see her engagement ring, or must one wait until she shows it? A friend and I disagree on this. She thinks it is improper. I think it is rude not to show interest in her ring. What is your opinion?

Answer: It is quite proper the first time you see the engaged girl wearing her ring to say something like, "Oh, is that your engagement ring? Do let me see it."

Place for Left Hand
Dear Mrs. Post: Will you please tell me the correct position of the left hand while eating? A friend of mine says it is correct to rest it on the table and I say it should always be in the lap when not in use. Will you settle this difference?

Answer: It is entirely proper to rest your left hand against the edge of the table. To sit for any length of time with your hand in your lap gives the appearance of a crippled left arm.

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To accommodate our many friends who want our DAIRY & BAKERY products DELIVERED to their HOMES, we are prepared to render this service! Please call us at 3-1071 or leave your name at any of our SEVEN STORES and one of us will see you for detailed arrangements. Thank You!

Ben, Bill, and Rudy Cherkasky

BIGELOW CLOSES SANFORD DIVISION!

The Carpet Shop
will be open
Wednesday - Thursday - Friday

Free Installation!

Photo at Right shows part of the Half-Million Dollar inventory to be offered to The Carpet Shop customers at unheard-of low prices! !



—POST-CRESCENT PHOTO

**WE ARE DISPOSING
OF OUR ENTIRE STOCK
OF BIGELOW SANFORD
CARPETS AND RUGS...
PLUS OUR MILWAUKEE
DISTRIBUTOR STOCKS AT**

Unheard-of LOW PRICES!

The Combined Inventories are in excess of a Half Million Dollars . . . and now WE PASS THE SAVINGS ON TO YOU! Now is your opportunity to buy your Carpets and Rugs at Drastic Reductions!

Bigelow Sanford has ordered all stocks liquidated. The BIG PUSH is on! This means SENSATIONAL SAVINGS FOR YOU! The Carpet Shop feels they literally stole this Carpeting and are offering you savings that would never have been possible under normal conditions.

Over 1000 Other Patterns to Choose
From at the Lowest Possible Prices!

The Carpet Shop

506 W. C. ...

... - Fri

**VISCOSE and
CHROMSPUN YARNS**

3⁹⁵ 5⁹⁵ 7⁹⁵
PER SQUARE YARD
Installed

**TOP-QUALITY
WOOLS**
Starting
At **7⁹⁵**
Installed

Thousands of Yards of Luxury, Super-Quality, Highly-Decorative Carpets are included in this sale at \$11.50 and up at savings of \$4.00 and more per yard.

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7⁹⁵
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Square Yard
INSTALLED

★ This is the first price break ever announced in the state of Wisconsin.

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Jacquard Wiltons

8⁸⁸
Square Yard
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★ First rate, full pitch, all jute back Jacquard Wiltons.

Stop in and learn the difference between this top-quality and run-of-the-mill Carpets.

**O
P
E
N
9
to
9**

**Wednesday
Thursday
and
Friday**



Neenah Players Will Produce 'The Drunkard'

Cast for 3-Act Melodrama Listed; Runs Three Days

Neenah — The Riverside Players' third production of the summer, "The Drunkard", will be presented at the Riverside park pavilion on Thursday, Friday and Saturday. Director Ken Anderson announced today.

Mrs. Clarence Bredendick will assist Anderson in the recreation department sponsored production and also will take the part of Grandmother Wilson in the 3-act melodrama. She has a master's degree in speech from the University of Wisconsin and has had experience in college and community theatres.

Playing her daughter, Mary Wilson, will be Roberta "Bobby" Gruetzman who is well-known in the area for her musical accomplishments.

Edward Middleton, the unfortunate hero of the play, is enacted by Gordon Harper, who is a recent graduate of DePaul university and has had dramatic experience with the Neenah High school Thespians.

The villainous Lawyer Cribbs is portrayed by Howard Aderhold, who will be remembered for his performance in last summer's melodrama, "Ten Nights in a Bar-Room". Edward Middleton's brother-in-law is played by Gordon Mortensen who has played many roles with the Riverside Players.

Other actors include Nancy Bredendick who plays the spinster, Miss Spindle; Ken Bredendick, farmer Stevens; Len Gashel, farmer Gales; Bob Campbell, Arden Rencelaw the noble philanthropist; Jack Borge, bank messenger; Jerry Schultz, landlord; Dave Loynd, Old Johnson; Steve King, the policeman; Bob Bredendick, messenger boy; Terry Tuttrup and Joel Garlock, as two loafers and Nancy Ballard as Bill Dowton's temporarily crazed sister.

Musical background and piano accompaniment will be provided by Fred Weight and Jamie Croy. Featured singers include Diana Lintner, Judith VanAlstine, Gordy Mortensen and Bob Gruetzman. Tickets can be purchased at the recreation building, and from members of the cast. Prices are 75 cents for adults and 40 cents for children.

C of C Secretary At Retail Seminar

Neenah — John Konrad, secretary of the Neenah-Menasha Chamber of Commerce, is attending a meeting of the planning committee of retail seminars at Madison. The program is sponsored by the University of Wisconsin extension division. Object of the seminar is to develop a quality program for managers and owners of retail stores in Wisconsin and northern Illinois. A similar meeting was held at Milwaukee last year and was attended by several Twin City merchants.

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Have Us Reupholster Your Favorite Open Armed... PLATFORM ROCKER For Only **39.95**

We have a large selection of beautiful fabrics for you to choose from. Offer good for a limited time only. Act Now! Ph. 4-2037.

Price Includes: ★ Fabric ★ Repair Frame ★ Springs Tied ★ Finish touched Up ★ Free Pickup and Delivery Anywhere On Hwy 47 Between Menasha & Appleton Ph. 4-2037

Indian Raid To be Depicted By Show Wagon

Battle of Ravens Will be Staged At Garfield Park

Menasha — "The Battle of the Ravens," an episode in the early history of Menasha, will be depicted at 7 o'clock Wednesday evening at the Garfield park show wagon.

Sharon Koerner will narrate the story concerning the Fox Indians who were deserted by their friends in the Winnebago tribe in 1729. The Fox braves planned to avenge themselves for this betrayal and killing of many of their tribe members. They set out to attack the Winnebagoes who had expected an onslaught and had fled their village.

When the Winnebagoes returned to their village in the spring of the same year, they unexpectedly found it as they had left it and the Fox tribe had disappeared. The Fox Indians camped on Dende island, now the Garfield avenue area.

Cast Members
Cast as Indians in the historic drama are Carol Becher, Debbie Le Gault, Jackie Baraczky, Danny Jahnke, Geraldine Jahnke, Butch Basler, Carol Baraczky, Connie Koerner, Diane Jahnke, Albin Baraczky and Gloria and Sherry Basler.

Others are Dorothy Jahnke, Mark Koerner, Mickey Meyer, Chris Noler, Joe Springer, Ronnie Springer, Ed Gilbert, Bev Taves, Randy Noler, Kathy McQuillan, Sally Kopitzke, Jack Taves, Earl Hoffe, Ken Springer, Ann De Wall, Cecelia Petersen and Sharon Gawlick.

Special acts will include acrobatic antics by Sandra Gawlick, Carol Becher, and Jackie Baraczky; a baton act by Carol Becher, Debbie Le Gault, and Cecelia Petersen, and a trumpet solo by Richard Grant.

Johanna and William Hedberg will give a clarinet and coronet duet.

County Bar Units Schedule Joint Picnic, Ball Game

Neenah — Golf and softball are slated activities for the joint picnic of the Winnebago and Calumet County Bar associations scheduled for 4 o'clock Tuesday afternoon, Aug. 5, at Stroeb's island. A picnic dinner will be served following the afternoon events.

William Crane will captain a softball team from Oshkosh which will meet with William R. Giese's players. Judge S. J. Luchsing of Oshkosh will supervise game rule enforcement and Walter Patri has been appointed official scorer. Neenah's Mayor Chester Bell will pitch the first ball.

Twin City Births

Neenah — Theda Clark hospital today reported the following births:

Daughters to:

Mr. and Mrs. Alvin Thums, 220 John street, Neenah.

Mr. and Mrs. Ronald Evenson, route 1, Larsen.

Son to:

Mr. and Mrs. Donald Mahoney, 935 Jefferson street, Menasha.

A daughter was born Saturday in Madison to Mr. and Mrs. John Schaefer. She is the former Kathryn Hoover, daughter of Mr. and Mrs. Marion Hoover, route 1, Neenah.

A daughter was born in Munich, Germany, to Sgt. and Mrs. Michael Kryszak. He is presently in Lebanon. Maternal grandparents are Mr. and Mrs. Walter Schmalz, route 2, Neenah.

St. Elizabeth hospital, Appleton, this morning reported the birth of a son to Mr. and Mrs. Robert Leibold, 844 Grove street, Menasha.

POST CRESCENT News of the TWIN CITIES Neenah - Menasha

\$414,000 Drop Shown In Personal Property Values in Menasha

Recession Believed Cause for Decline; Real Estate Assessment Up \$1 Million

Menasha — Personal property valuations took a \$414,000 drop this year as compared with 1957 while real estate valuations jumped \$1,030,000, Assessor Tom Zeininger reported today.

This year's personal property valuation was placed at \$5,245,750, down from \$5,659,210

last year while the real estate valuation added up to \$34,780,290, compared with \$33,750,370 last year.

Menasha's total valuation increased \$616,460 this year to a total of \$40,026,040.

Of this year's real estate total, \$3,254,700 came from the First ward; \$10,792,060 from the Second ward; \$9,960,080 from the Third ward; \$8,353,490 from the Fourth ward and \$2,419,960 from the Fifth ward.

The Second ward was assessed as having the most personal property, \$2,397,450. Other wards were \$671,250, First ward \$1,441,700, Third ward; \$627,300, Fourth ward, and \$108,050, Fifth ward.

Fewer Sales

Zeininger reasoned that because of the recession and fewer sales a number of businesses and plants kept less stock on hand during the year and this caused the \$414,000 drop in personal property assessments.

A breakdown of the 1958 real estate assessment lists \$2,598,490 for residential land; \$17,678,650 in residential improvements; \$489,080 in commercial

land; \$2,316,110 in commercial buildings; \$532,060 for manufacturing land, and \$11,165,900 for manufacturing improvements.

Anyone with questions about their assessments may talk to Zeininger at an open house in his office from 8 to 12 noon and 1 to 4 o'clock in the afternoon on Wednesday, Thursday and Friday.

The city's board of review, consisting of Mayor R. G. DuCharme, City Atty. William Giese and City Clerk Ira Clough, will hear all grievances from 10 o'clock in the morning until 5 o'clock in the afternoon on Aug. 11.

Twin City Deaths

Mathison Infant

Neenah — Funeral services were held at 9 o'clock this morning at the Westgrove funeral home for the infant son of Mr. and Mrs. Robert Mathison, 137 Douglas street. The Rev. Arthur Tingley, pastor of St. Paul's English Lutheran church, was in charge. Burial was in Oak Hill cemetery.

The infant died shortly after birth on Monday at Theda Clark hospital. Survivors include the parents; one brother, Eric, at home; and the grandparents, Mr. and Mrs. Marvin Mathison, Neenah, and Mrs. Amanda Nolenberg, New London.

Your Family

will appreciate the intelligent sense of value that chooses a



Tells its own story in terms of dependability, efficiency, economy and COMFORT.

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219 Main St. - Menasha We Service All Makes of Heating Equipment



Gazing Out Onto Lake Winnebago where they spent 20 hours Friday and Saturday when their homemade rowboat fixed up with a bedsheet sprung a leak, are Delos Ryant, 13, left, and Gary Grant, 13, both of Oshkosh. They were found near Fond du Lac Saturday morning although they had planned to cross only the mouth of the Fox River at Oshkosh. (Post-Crescent Photo)

Gordon Drows Elected Head of Retail Group

Merchants Set Up Calendar of Promotional Events; Menasha, Island Chairmen Unnamed

Neenah — Elected chairman of the Neenah retail division of the Neenah-Menasha Chamber of Commerce Monday night was Gordon Drows of Haase and Drows, clothiers. Menasha and Island division chairmen will be elected at a later meeting.

A large representation of Neenah and Neenah retailers attended the meeting at Whitening boat house. Vern Duerr, waechter and Ralph Resch, the 1957-58 Neenah and Menasha chairmen, respectively, presided.

A calendar of promotional events was set up with the opening event to be Dollar Days hop, five more dances will be on Thursday, Friday and Saturday. The year's program will be announced today. Over 600 people attended Friday's affair.

Other events scheduled are Neenah-Menasha value days, 8, 15, 22 and 29 at Smith park, back-to-school days, fall open-the Thursday night dancing, spring cleaning, two special promotions, more dollar from 8 to 11 o'clock Sunday days, and Christmas shopping night will continue.

Vanevenhoven has asked Neenah merchants will girls attending the dances to again be open Wednesday, wear dresses and boys, dress nights before Christmas begin-slacks and shirts.

hine Dec. 3 and Neenah merchants on Monday nights, starting Dec. 1. Stores will be open in both cities the week before Christmas and close at 5 o'clock in the afternoon on Dec. 24.

A calendar listing the promotional dates will be made available to merchants.

5 More Record Hops Scheduled

Menasha — Because of the success of last week's record motion dates will be made available to merchants.

Now is an Excellent Time to Build Up Your Record Library! Music for Every Mood.



- Tunes from Hit Shows
- Jazz Classics
- Ragtime
- Dixieland
- Rock n' Roll
- Classics
- Popular
- Waltzes

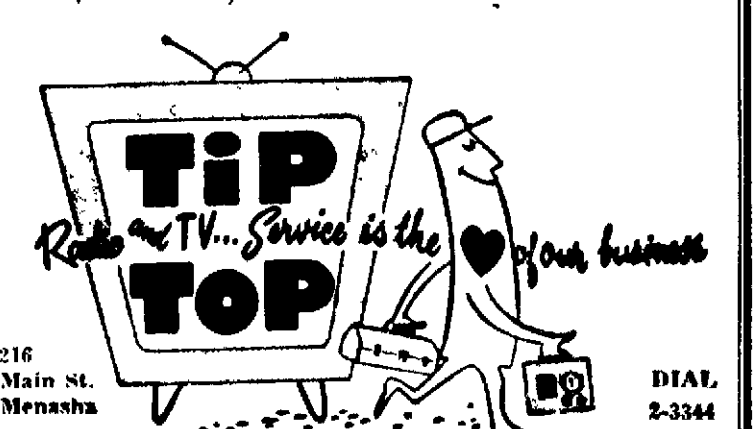
\$1.00 OFF on All Record Albums Regularly \$3.98 and Over

Special Group - Nice Selection Reg. \$3.98 Now Only **\$1.49** (While They Last!)

Teen-Ager's Pop Tune Specials
45's - Reg. 98c **59c**
Special Price
Other Pop Tunes 29c

Here Are Just a Few Albums in Stock...

- ✓ THE PAJAMA GAME — Doris Day
- ✓ SOUTH PACIFIC — Original Cast
- ✓ THE GLENN MILLER STORY
- ✓ CAROUSEL — Original Cast
- ✓ PETER PAN
- ✓ RICKY NELSON
- ✓ And Many More!



216 Main St. Menasha DIAL 2-3344

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Final Clearance

SALE

GIRDLES & PANTIE GIRDLES Reg. \$5.95 **\$3.50**

GIRDLES Reg. \$10 **\$7.95**

Reg. \$8.95 \$6.95

CORSELETTES Reg. \$22.50 **\$15**

Drastic Reductions

CORSET SPECIALIST

225 Main St. Menasha Dial 2-7871

Talent Event Part of Annual Park Program

**Pet, Hobby Show
Aug. 10 Features
Detroit Dog Act**

Neenah — An amateur talent show featuring acts from Neenah playgrounds will be included in the program of the twenty-seventh annual pet and hobby show scheduled for Sunday, Aug. 10, at Riverside park. The talent show will begin at 7 o'clock in the evening.

A special event of the evening will be the appearance of Policeman Edison Storing and his performing dogs of Detroit. Storing has as his chief performer Safety Girl, a 12 year-old Doberman Pinscher. The policeman and his dogs have achieved tremendous advances in the teaching of safety to children, by means of the performing canines.

Pantomiming the record "Lollipop" will be Nancy Burr, Janey Burr, Marianne George and Jean Healy representing Green playground. Becky Sewall will recite a poem to represent Cook playground.

Children from Laudan playground who will pantomime the record "I'm a Lonely Little Petunia in an Onion Patch" are Ruthie Andrews, Pat Solomon, Jean Hildebrand, Karla Brill, Wendy Spafford, Barbara Gollnow, Russ Andrews, Kathy Hendrickson, and Rita Asmus.

Synchronized acrobats from Hoover playground will be Barbara Gmeiner, Julie Gmeiner, Barbara Piekarz, and Carol Piekarz. Judy Steinke and her trick dog Duke will perform, representing Second ward park.

Stables at Winneconne Files Corporate Papers

Oshkosh — Articles of incorporation of a Winneconne stables and the change in name of a Neenah company have been recorded at the office of Register of Deeds Bernice L. Fuller.

The firm being incorporated is Disch Stables, Inc., of Winneconne. Bernadine Pruett is listed as the registered agent and the firm will have 1,000 shares of common stock without par value.

Graphic Services corporation of 175 Western avenue, Neenah, filed notice it has changed its name to Graphco, Inc.

Also filed with the register of deeds were real estate transfers involving property in the Twin City area and northern half of Winnebago county. These transfers, with the ward or township in which the property is located, include:

Auto Driven by School Official Involved in Crash

Oshkosh — Two cars and two trucks were damaged in accidents Monday but no injuries were reported in either of the accidents. Supt. of Schools Harold B. Mennes of Neenah was involved in one of the accidents.

County police said that the car of Mennes, 649 Oak street, Neenah, and a car driven by James J. Van Roy, Omaha, Neb., were involved in a line of traffic crash on Highway 26 at the Highway 41 intersection at 12:20 Monday afternoon.

Both cars were headed north-east with the Van Roy car in front. Supt. Mennes said that both cars had started up from the arterial while he was checking for the approach of traffic on Highway 41. He said he did not see the Van Roy car stop ahead of him. His car struck the rear of the Van Roy car.

Trucks driven by Reginald W. Baldwin, 928 Second street, Menasha, and Bernhart E. Johnson, 318 1/2 Appleton street, Appleton, were damaged in a collision on Highway 47 in the town of Menasha at 8:21 Monday morning. Johnson was passing Baldwin when the latter began to turn left. Both were headed south.

Set Doubles Meet For Neenah Girls

Neenah — The city doubles tournament for girls 12 and under will be played at 10 o'clock Wednesday morning at the Doly park courts, Ivan Williams, summer tennis director, announced today.

Barbara Gollnow and Pat Cottrell defeated Pat Solomon and Diane Barnstable for the championship last summer.

Three other city doubles tournaments are scheduled this week. The girls 15 and under meet will be played at 9 o'clock Friday morning at the high school courts and the boys 15 and under meet is scheduled for the same time at Doty park. The annual men's doubles meet will begin at 1 o'clock Saturday afternoon at the high school courts.

Freezing Peaches Helps Retain Color, Fresh Flavor Better Than Other Methods

Oshkosh — The natural color, fresh flavor and nutritive value of fruits are better retained by freezing than any other method of home food preservation. Preservation of peaches, which are coming on the market in more abundant quantities, through freezing, canning, jellies and jams, has been listed by Miss Lois Klusmeyer, county home agent, in a series on food preservation. The quality of frozen peaches is affected by the stage of ripeness. Select firm, ripe peaches with no green color in the skin. Sort, wash, pit and peel. All

fruits require washing in cold water, but wash a few at a time to save undue handling. For a better product, peel peaches without a boiling water dip. Slice or leave in halves, if desired.

To retain the golden color of peaches, use one-half teaspoon of ascorbic acid for each quart of sirup. Ascorbic acid or ascorbic acid mixtures can be purchased at locker plants or drug stores and are either in crystalline or powdered form.

Sirup Pack
For a sirup pack, use a 40 per cent sirup, using three cups sugar, four cups water, which will yield five and one-half cups sirup. Dissolve the sugar in cold or hot water, but cool the sirup if hot water is used. Sirup may be made the day before and stored in the refrigerator.

Slice or halve the peaches into a container, adding the cold sirup directly over the fruit. Pack the fruit gently and check to see the sirup covers the fruit so the top pieces will not change in color and flavor. Allow one-half inch head space at the top, then seal and freeze.

Sugar Pack
If the sugar pack is used, select one and one-third pounds prepared fruit, then add two-thirds cup of sugar and mix well. Sprinkle ascorbic acid dissolved in water over the peaches before adding sugar. Use one-fourth teaspoon ascorbic acid in one-fourth cup cold water to each quart of fruit. Pack into containers leaving head space.

For crushed or puree of peaches, loosen skins by dipping peaches in boiling water one-half to one minute. Cool in cold water, remove skins and pit. Crush peaches coarsely. For puree, press through a sieve or heat pitted peaches four minutes in just enough water to prevent scorching and then press through a sieve.

With each quart of crushed or pureed peaches, mix one cup sugar. Add one-eighth teaspoon ascorbic acid for each quart of fruit and pack into containers. Seal and freeze.

Cracks Peak 586 Series in Summer Loop

Neenah — Millie Stelow finished a 225 game and 586 series to pace the Summer Suzy's Women's Bowling league Monday evening at Lakeroad Lanes. She also collected a 208 count.

Verna Drucks posted the runnerup 541 series, including games of 188 and 182. "Bobbie" Buksyk had the second best 22 game and finished with a 494 threesome. Eleanora Bietler rolled 191-178-496, Jerry Erb 187-477, Marion Brown 494 and Betty Sargent 187.

Millies collected a 709 game and Millies had a 1,956 series for the peak team totals. Lollies lead with a 16-5 record. Dollies have 13-8 for second place and Billies are third with 11-10.

Tell Winners in Park Contests

Menasha — Preliminaries for the all-city checkers, chess, and horseshoe tournaments, sponsored by the Menasha recreation department were held recently at Racine park. Winners in checkers were Bob Gliscznski, Gary Paulsen, and Richard Oliver.

Bill Steidl was chess winner and Mike Coopman and Richard Coopman won the horseshoe honors.

Winners of the rodeo day contests at Second ward park were Dick Bidwell who performed an Indian dance, Anna Kraus who roped a steer and Jim Bockh, Dan Sandberg, and Gary Michalkiewicz who were the fastest drawing cowboys.

Physical Fitness Day to be Staged At Menasha Park

Menasha — Racine park will be the scene of a physical fitness day Thursday when six age groups will meet to participate in a variety of games and contests. Awards will be received by first and second place winners in all events.

Contests for the younger boys and girls will include peanut races, running races, various relays. Older boys and girls will participate in push-ups, chin-ups, running races, baseball shot put, and relays. Refreshments will be served.

Fermentation Is Affected by Water Minerals

Neenah — Fermented dill pickles are affected by the minerals found in hard water, which weakens the acid that is formed when the pickles ferment in the brine. This causes the cucumbers to get soft.

Add vinegar to the hard water to avoid the softening advises Miss Lois Klusmeyer, county home agent. A recipe to follow is two cups of vinegar for brine of eight and one-half quarts water and two cups cooking salt.

Remove the scum that collects as the pickles ferment as the scum slows down fermentation and causes spoilage. Use firm, well-developed cucumbers and put them into brine the same day they are harvested. Ten days to two weeks should complete the fermentation.

Century Farm Certificates To be Awarded

Oshkosh — Owners of Wisconsin farms that have been in families for 100 years or longer are urged to file their applications for century farm certificates before Aug. 4, County Agent Vernon W. Peroutky announced today.

The century farm program is conducted each year by the Wisconsin department of agriculture. Those property owners filing applications will be awarded certificates at the recognition day program Aug. 19 at the Wisconsin state fair.

The requirements are that the farm be owned by the same family for 100 years, that the ownership be continuous and the family must not have received an award for the property in previous years.

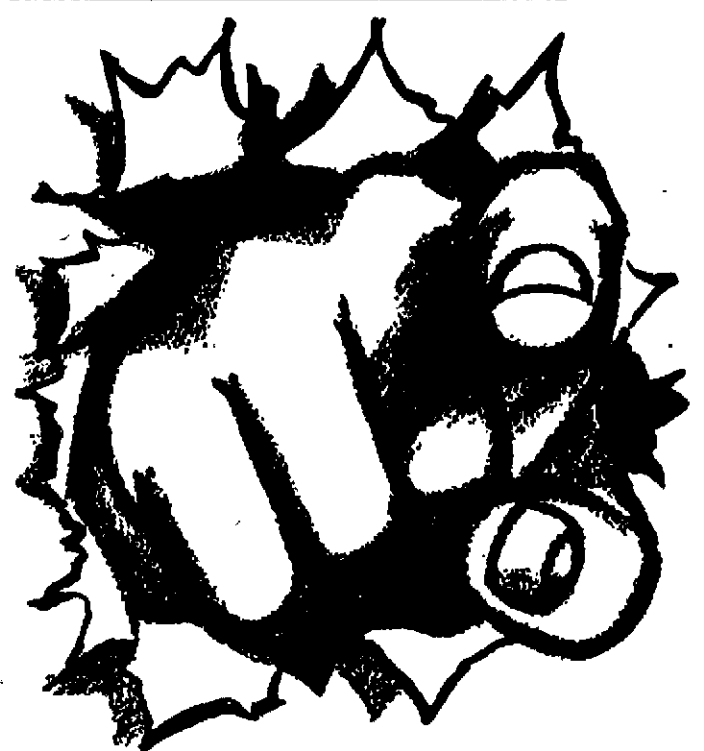
Since the program was inaugurated in 1948, 62 Winnebago county families have qualified for the certificate.

Lay Asphalt Mat On Konemac Street

Menasha — City street crews today began laying a hot asphalt mat on Konemac street, from Third street to Plank road Street Supt. Evan Baldwin reported. Curb and gutter is being installed on Naymut street.

"SPECIAL"
Noon Day Luncheons
65c up

AIR CONDITIONED
Lakeroad Lunch
Ph. PA 2-8991 Neenah



For YOU!

**BIGGEST BUYS
IN OVER 25 YEARS
IN LARSON-SCHREITER'S**

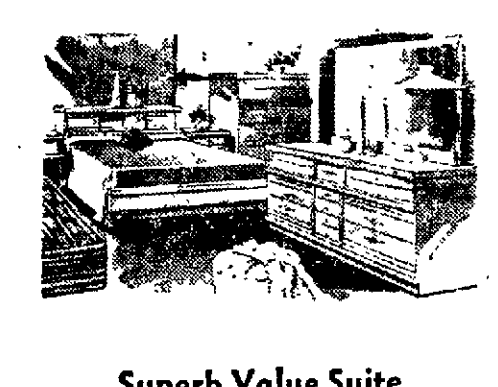
MIGHTY AUGUST SALE!



Decorator Chairs!
Imagine, these extra
handsome chairs at **29⁵⁰**



Fashion Design! Big Savings!
Glamorous 2-piece sofa
sectional—now at only **139⁵⁰**



Superb Value Suite
Modern bookcase bed,
double dresser, chest! At **149⁵⁰**

BUY NOW... FOR FABULOUS SAVINGS!

159.50	BLONDE DOUBLE DRESSER AND BOOKCASE BED	\$119.50
249.50	Blonde Plastic Top DOUBLE DRESSER CHEST & BOOKCASE BED ..	\$199.50
289.50	MAHOGANY DOUBLE DRESSER - CHEST & BOOKCASE BED	\$249.50
369.50	Cherry French Provincial Double Dresser - Chest & Bookcase Bed ...	\$329.50
299.50	RANCH OAK DOUBLE DRESSER - CHEST & BOOKCASE BED ...	\$259.50
279.50	CURVED NYLON SECTIONAL SOFA - Beige	\$239.50
299.50	2 PIECE MOHAIR LIVING ROOM SUITE	\$239.50
299.50	2 PIECE MOHAIR LIVING ROOM SUITE	\$219.50
269.50	2 PIECE NYLON LIVING ROOM SUITE	\$244.50

BUY NOW... KEEP AMERICA STRONG!

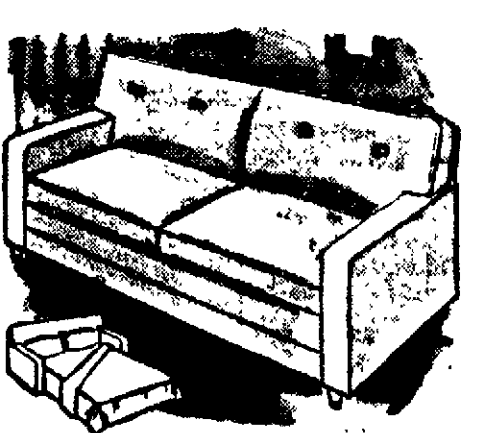
12.95 Yd. Beige Wilton	CARPET 12 x 17/3	\$8.95	Sq. Yd.
8.95 Yd.	Axminster Carpet 12x12/3 ..	\$5.95	Sq. Yd.
8.95 Yd.	Axminster Carpet 12x18/5 ..	\$5.95	Sq. Yd.
10.50 Yd.	Tweed Carpet 12 x 14/9 ...	\$7.95	Sq. Yd.
13.95 Yd.	Wool Axminster 12 x 16/6 ..	\$9.95	Sq. Yd.
13.95 Yd.	Wool Axminster 9 x 29/6 ..	\$7.95	Sq. Yd.
13.95 Yd.	Wool Tweed Carpet 12x12/9 ..	\$9.95	Sq. Yd.
13.50 Wool	Wilton Carpet 15 x 14	\$8.95	Sq. Yd.
Reg. 12.95	27 x 54 RUGS	\$2.95	Ea.
	18 x 27 CARPET SAMPLES	50c	Ea.

59.50	TUFTLESS MATTRESS	\$39.95
149.50	Foam Mattress & Box Spring ..	\$99.50
139.50	STUDIO COUCH	\$99.50
139.50 Simmons	Firm Box Spring & Mattress ...	\$89.50
119.50 Black	DINETTE TABLE & 6 CHAIRS ..	\$79.50
89.50	FULL SIZE ROCKER	\$59.50
	OAK END AND STEP TABLES 1/3 OFF	
	TABLE AND FLOOR LAMPS 1/3 OFF	
	Plastic Top	
	Walnut End & Step Tables 1/3 OFF	
	SIMMONS HIDEABED	\$199.50

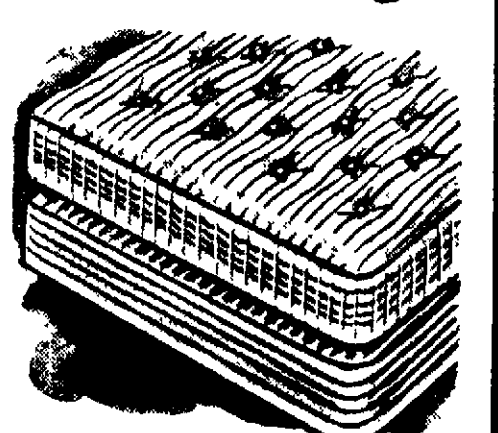
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Handsome Desk
Spacious kneehole desk
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Famous Make Sofa Bed at Only
Suave square arm design
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Pre-built border mattress
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FURNITURE COMPANY
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GUARANTEED USED CARS

1955 Plymouth "Belvedere"

Here is the car you have been waiting for! She's a beauty of a 2 door with the economical 8 cylinder Plymouth engine. Many extras are included on this one making her a pleasure to drive. Stop in and look it over. We're open until 9 tonite.

1956 CHEVROLET

"Sweet and sassy and really classy" is about all we can say. A 4 door sedan loaded with all the finer things that make driving a pleasure. Bring the family in to look at this one and we are sure you will not leave without her. The price is right too.

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Neenah

Neenah-Menasha Merchants Reach 95.5% of all

Neenah - Menasha Families by Advertising in the POST-CRESCENT

Net Paid Circulation Average in Neenah & Menasha For June, 1958

9,127

1597-8,968, 1956-8,590, 1955-8,177, 1954-7,858

"SPECIAL"
Noon Day Luncheons
65c up

AIR CONDITIONED
Lakeroad Lunch
Ph. PA 2-8991 Neenah

Pair Is Wed At Oshkosh

Oshkosh — Miss Mary Jane Cornelius, daughter of Mr. and Mrs. Perry W. Cornelius, 1104 Winnebago avenue, and John L. Congdon, son of Mr. and Mrs. John I. Congdon, 832 Winnebago avenue, exchanged nuptial vows Saturday afternoon at the First Congregational church.

Dr. Nels F. Nordstrom performed the rites and Mrs. Nordstrom sang "I Love Thee" and "The Lord's Prayer." Maid of honor for her sister was Miss Jean Cornelius, Madison, and Mrs. Garith Sternitske was bridal aide. Connie Laabs, New London, was flower girl and ring bearer was David Laabs, also of New London.

Dale Lyndahl, Green Bay, served Mr. Congdon as best man and Garith Sternitske was groomsman. Guests were shown to their places by Bruce Maddy and Gary Rewalt, both of Oshkosh.

After a wedding reception in the church parlors the newlyweds left for a Canadian trip. They will live at Woodruff where the bride will teach a primary grade and the bridegroom will teach music in the elementary grades.

She is a graduate of New London high school and Oshkosh State college from which her husband also received his degree. He attended Oshkosh High school.

Church Members To Attend Camp

Neenah — Members of the Assembly of God church will attend the Church Bible camp at Waupaca at various times during the camp session which begins Sunday.

They are Mr. and Mrs. Herbert Bethke, Mr. and Mrs. Max Ross, Mr. and Mrs. Henry Ehlers and family, Mr. and Mrs. Elmer Ehke, Mrs. Gust Hightdudis, Mr. and Mrs. Gilbert Stielow, Ray Zeh and the Rev. and Mrs. A. R. Portinga.

Menasha Man Has 75th Birthday

Neenah — Ludwig Hintz, 363 Eighth street, Menasha, observed his seventy-fifth birthday at a Sunday dinner at the home of his son and daughter-in-law Mr. and Mrs. Gerhard Hintz, 325 E. Franklin avenue.

Present were his sons, Sigismund and Erich and a daughter, Mrs. Carl Meiers, Menasha, and their families. Friends of Mr. Hintz from Fond du Lac and the Twin Cities also attended the celebration.

Get-Together Club Has Prize Winners

Neenah — Prize winners at the Monday evening meeting of the Get-Together club were Mrs. Harold Metz, Mrs. Leonard Koepke and Mrs. Hans Anderson. Mrs. Margaret Hass, 430 E. Columbian avenue, was the hostess.

Mrs. Harold Nooyen will entertain the club in August.

Marriage Licenses

Oshkosh — An application for a marriage license was filed in the office of County Clerk Nell Hoffmann by the following:

Robert J. Backman, 130 Mayer street, Neenah, and Betty J. Schreiber, 211 Matthewson street, Menasha.

California Trip

Menasha — Mrs. Anna Kuehnle, 153 Main street, and Miss Angeil and Lana Schliem, geline Dorn returned Monday. The luncheon will be served after spending the past month between 12 and 1 o'clock that at the home of Mrs. Kuehnle's son, Robert, in San Francisco. On Aug. 11, club members will hold a practice session at the



The First Reunion in 25 Years was held Saturday evening at the Columbus club, Appleton, by the St. Mary High school class of 1933. Shown at the banquet table in the upper picture, seated from left to right are the Rev. Joseph Becker, Sister M. Juliana, the only classmate to enter the convent, and Mrs. Mae Marcy, Modesto, Calif. Standing in the same order are Carl Rieschl, Hohokus, N. J., master of ceremonies, Mrs. Rieschl, Mrs. John Oberweiser, and John Oberweiser, who was elected class president. Looking at class pictures in the lower picture in the same order standing are Mr. and Mrs. Michael Kolosso and Mr. and Mrs. Harold Stingle and seated, Mr. and Mrs. Howard Anderson. (Post-Crescent Photos)



Theta Rho Girls Club Plans August Luncheon Project

Menasha — Bettina Theta Rho Girls club will hold a luncheon Aug. 27 at the Odd Fellows hall as a money-making project to finance the transportation to the state Theta Rho assembly to be held Oct. 4 at Mineral Point.

Serving on the luncheon committee are Judy Morris, Judy Breitrick, Jan Radtke and Justine Mantor. Sharon Moore and Linda Driscoll are co-chairmen of the publicity committee and serving on the ticket committee are Linda Mollon, Mary 153 Main street, and Miss Angeil and Lana Schliem.

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WHAT'S WRONG WITH THIS PICTURE?

This man is looking for a diamond "bargain"...but shopping for "price" alone isn't the way to find it. For if you don't know diamonds, you have no way of telling if you are getting a true value or just an inferior diamond. You'll make a wiser diamond purchase if you first choose a jeweler with a record of reliability and proven experience. Then, select the diamond of your choice for whatever sum you have to spend.

Haertl's
Jewelers Since 1879
NEENAH

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NEENAH

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HOUSE PAINT

We Give gold bond stamps

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Former Teacher To be Honored

Neenah — Mrs. Dora Loker, Omro, a former teacher at the Vining school, will be honored at a picnic, Aug. 31, at Riverside park by her former students, their husbands, wives and children. The potluck picnic will begin at 11 o'clock that Sunday.

Reservations are due Aug. 25 with Mrs. Herman Meyer, 169 Gruenwald avenue.

Western Trip

Menasha — Four Menasha girls will leave this week for a nine day trip through western states and to the Black Hills. Misses Mary Baldwin, Mary Merkey, Judy Miller and Barbara Mix will leave by auto Saturday morning.

List Dance Officers

Menasha — New officers and committee chairmen for the Menasha club, a dance and social group, were selected Monday evening at a meeting of the executive committee at the home of Dr. and Mrs. Henry Schultz, 210 Elm street, Neenah.

Fred D. Hollenbeck is president for the 1958-59 season and Howard J. Angermeyer is vice president. Philip Stone and K. H. Tuchscherer will be retained as treasurer and secretary, respectively.

Paul Dawson, Herbert Crane and Lee C. Heroman are the new members of the executive committee which also includes retiring president Dr. Schultz, Mr. Angermeyer, Mr. Stone, Edward E. DenDooven and D. H. Severson.

Robert R. Melson was named social chairman for the coming season and George E. Christoph is chairman of the house committee.

Homemaker Officers Will Plan Program

Oshkosh — Newly-elected and retiring Winnebago county homemaker officers will hold a joint meeting and picnic at 12:30 the afternoon of Aug. 14 at the home of Mrs. Arden Winkenwerder, route 1, Neenah. The picnic dinner will precede the business session.

Plans will be made for the fall council meeting, which is scheduled for September. Other details will be outlined for the fall homemaker program and leader training meetings. Mrs. Winkenwerder is the retiring county president and the incoming president is Mrs. Ronald Jepson.

The deadline date for the 1958 Winnebago county fair entries is Aug. 6. Miss Lois Klusmeyer, county home agent, has announced. Exhibits for 4-H members can be made only in the projects which they are taking.

The twenty-fifth anniversary of the Progressive Homemaker club will be celebrated at a picnic dinner at 12:30 Thursday afternoon at the Winnebago County park, Winneconne. The program will include recognition of charter members and community singing. A club history is being prepared by Mrs. Chester Smith and Mrs. Louis Jensen.

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Mrs. Terrence Shaw Bassett before her marriage Saturday at St. Peter Catholic church in Oshkosh was Miss Daun Marie Van Akkeren, daughter of Mr. and Mrs. Ivar Van Akkeren, Oshkosh. Parents of the bridegroom are Mr. and Mrs. Forrest W. Bassett, Beloit, Wis. (Pechman Photo)

in the Crystal ballroom of the Schroeder hotel, Milwaukee. His awards were in the senior and student artist divisions. Last year Schavet won the grand trophy for the state music event.

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Showing

**Friday
August 1
9:30 a.m. to 9 p.m.**

Yes, every luscious coat and suit in the fall '58 ROTHMOOR collection will be at your fingertips for one wonderful day! Bring a friend — chat with Mr. Abrams of ROTHMOOR, an expert in the arts of color, fashion and fit. A custom consultation with him will find the exciting ROTHMOOR that might have been individually designed, just for you.

NO SUCH THING AS A HARD TO FIT FIGURE

petti-misses 6 to 14 for 5'2" and under
brief sizes 6 to 18 for 5'2" to 5'5"
misses 8 to 20
half sizes 12 1/4 to 24 1/2
women's sizes 38 to 44

It's the casual suit turned regal with an extravagantly bouffant Norwegian Fox collar... makes you feel as smart as you look. Strikingly Rothmoor fashioned of Sans Souci, a completely original diagonal weaved woolen. Sizes 8 to 16.
\$165.00

Jandreyo

AIR CONDITIONED FOR YOUR COMFORT

Crossword Puzzle

ACROSS
1. Young seal
4. Pleasant smell
9. Month of the year
12. Anglo-Saxon king
13. Furnish with men again
14. Misery
15. Discolored places
17. Small crocks
19. Lacerated
20. Shallow vessel
22. Roman date
23. Episode
26. Play on words
28. Siouan Indian
29. Angry
33. Locomotive

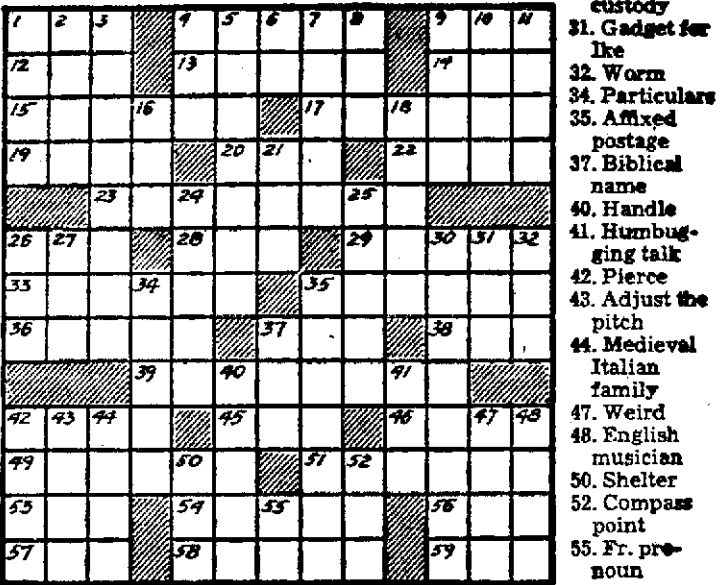
36. Cubic meters
37. Jap. statesman
38. Thing
39. Alien
42. Prow
45. Male sheep
46. On the ocean
49. Playful struggle
51. Annoy
53. Insect
54. Corroded
56. Sea eagle
57. Honey gatherer
58. Musical study
59. Stain

DOWN
1. Ancient chest for sacred utensils
2. To

SEAR MESH SCAR
AREA AREA TOLU
LITERARY OVEN
RETE ERECT
ARRA ONAGER
SEEST ERG LAW
SEVERE TERETE
EKE IND DETER
ANODES ESNE
WALES POND
ERIS MOLASSES
LINT ONES ALP
LAGS BEST GAY

Solution of Yesterday's Puzzle

3. Supports for rotating shafts
4. Alder tree: Scotch
5. Interval of rest
6. Mystic Hindu word
7. Pine Tree state
8. Mass. cape
9. Had debts
10. Sheepfold
11. Hardy heroine
12. Tavern
13. Metric measure
14. Buebe
15. Radium emanation
16. Seat in church
17. Character in "The Faerie Queen"
18. Took into custody
19. Gadget for like
20. Worm
21. Particulars
22. Amixed postage
23. Biblical name
24. Handle
25. Humbugging talk
26. Pierce
27. Adjust the pitch
28. Medieval Italian family
29. Weird
30. English musician
31. Shelter
32. Compass point
33. Fr. pronoun



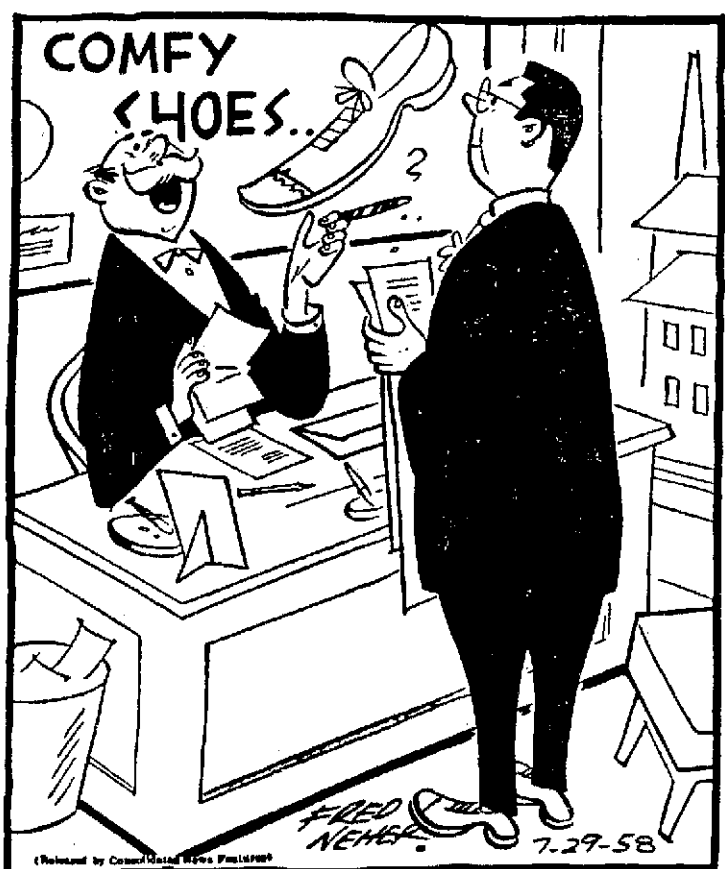
PAR TIME 24 MIN.

AP Newsfeatures

7-29

LIFE'S LIKE THAT

By Fred Neher



"I see where some railroads are dropping their dining cars... that should bring back the popularity of the shoebox."

State First In Per Capita Beer Drinking

New York — Wisconsin again leads the list in average beer drinking, although New York state won the laurels for total consumption and production.

People in Wisconsin drink an average of 24.6 gallons of beer and ale last year. That's about 390 8-ounce glasses per person. New Yorkers could do no better than a sixth-place tie with Maryland and Pennsylvania, each with 20.3 gallons per capita. Nevada placed second to Wisconsin with 21 gallons per capita.

The figures were compiled by the Brewers Almanac, published annually by the United States Brewers foundation, a trade organization whose members produce 85 per cent of the nation's beer and ale.

New York topped the nation in total beer and ale consumption with 10,421,000 barrels, while the Empire state produced 11,900,000 barrels of brew. The latter figure gave New York the lead over Wisconsin, the 1956 champion, which brewed 11,700,000 barrels last year. As a nation, our per capita beer consumption is 15.1 gal-

Lesson in English

BY W. L. GORDON

Words often misused: Do not say, "I am sick to my stomach." Primarily, "to" means direction toward, and one is not sick "in the direction of" one's stomach. Say, "I am sick at my stomach."

Often mispronounced: Gyeve (a shackle). Pronounce as jive. Often misspelled: Mimicry; observe the "k." Mimicry; no "k."

Synonyms: Secret (adjective), clandestine, concealed, covert, furtive, hid, latent, mysterious, obscure, private, sly, stealthy, surreptitious, underhand, veiled.

Word study: "Use a word three times and it is yours." Let us increase our vocabulary by mastering one word each day.

Today's word: Pervasive; spreading through every part; permeating. "Her personality was pervasive."

Dedication Planned

Nashville, Tenn. — A new million-dollar building to house the Disciples of Christ Historical society will be dedicated here next fall.

lons, far below Belgium's 37 gallons per year per person, top figure in the world.



SERVICE

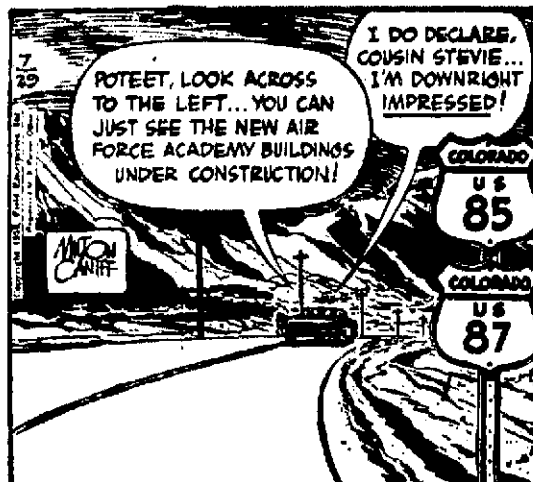
Your Zuelke Bldg. Pharmacy

When visiting your physician in or near the Zuelke Building, the Complete Service of our pharmacy is close at hand.

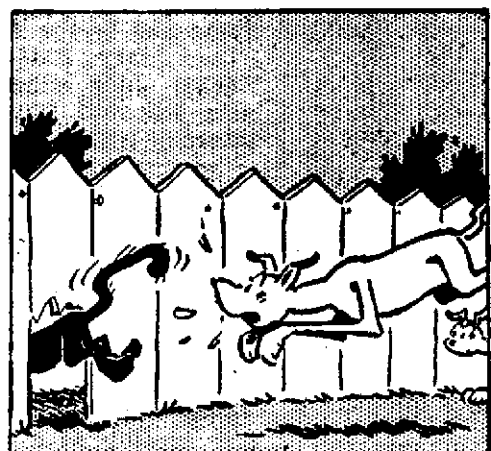
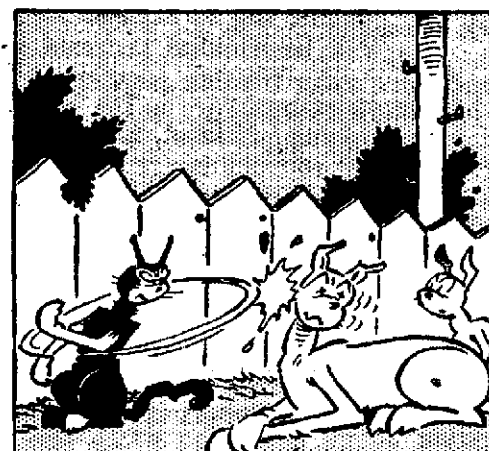
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Phone 4-4040

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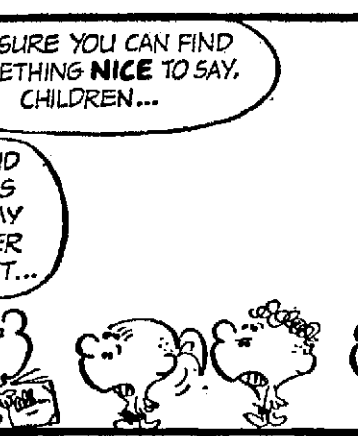
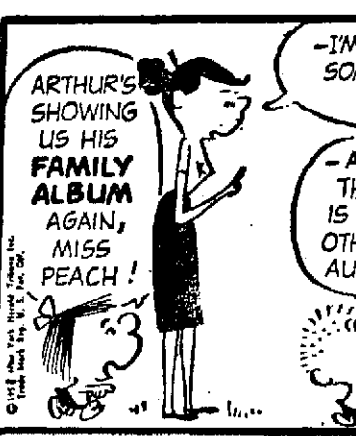
MYRTLE



RIVETS



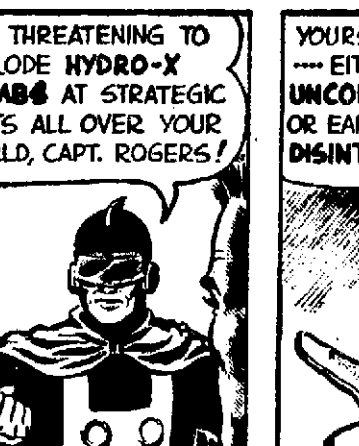
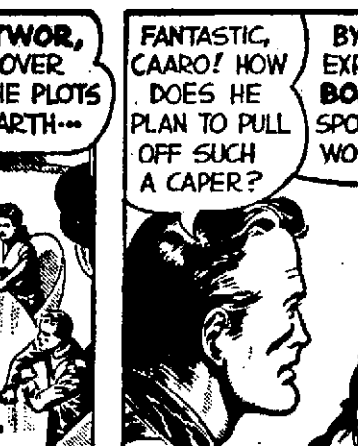
MISS PEACH



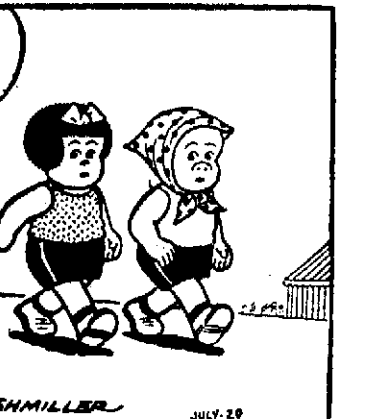
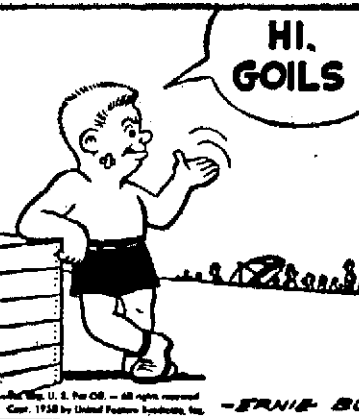
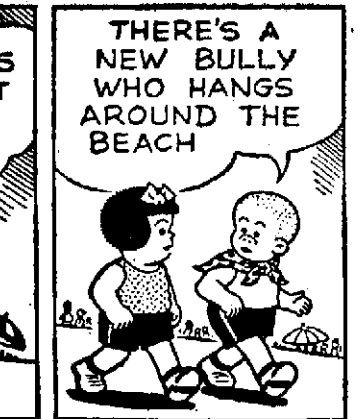
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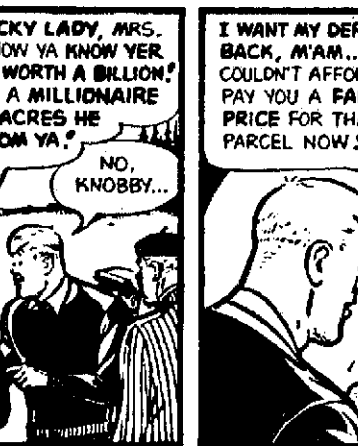
BUCK ROGERS



NANCY



JOE PALOOKA

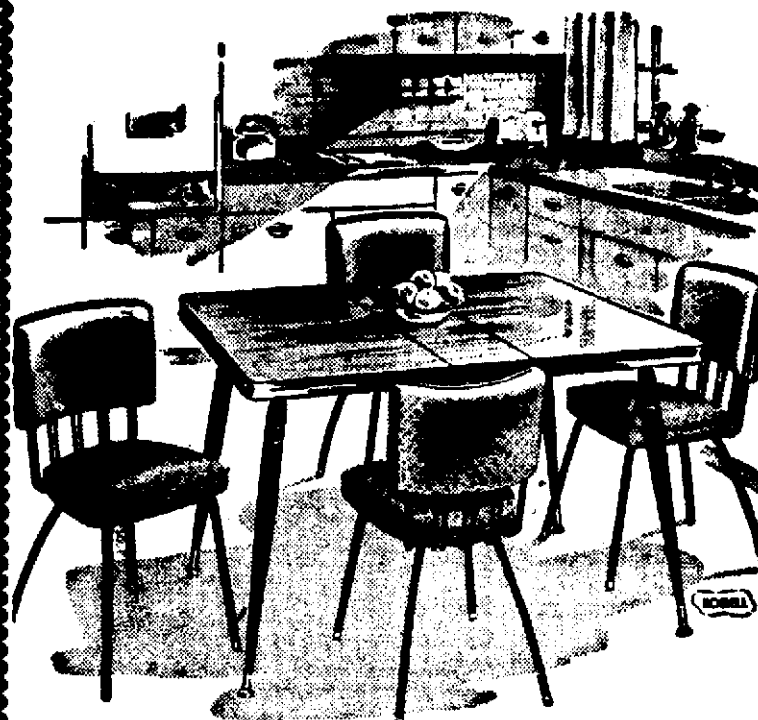


By MILTON CANIFF

Tuesday, July 29, 1958 Appleton Post-Crescent 20

Bronztone 'n' Brass

by... **HOWELL**



Magnificent in style, quality and stunning colors is this dinette by Howell. New woodgrain plastic top is 36" x 60" (12" leaf) ... is washable and withstands stains, fading and heat to 275°! Stylish "V" metal edge rounds corners. Matching chairs have decorative wire grill below curved back and thickly padded seat ... choice of washable vinyl plastic colors.

\$7.00 DOWN \$69.95
\$1.25 WEEKLY

Also Available in Chrome or Blacktone
Matching Chairs priced from \$12.00 ea.

At Wichmann's you can browse thru the largest selection of dining area furniture in the Valley.

Wichmann's

State Farm Income On Increase, Says USDA Statisticians

Washington — Wisconsin farm income, the bulk of which comes from dairy and other livestock production, is going upward this year.

The agriculture department reported that cash receipts from farm marketings in Wisconsin January through May totaled \$466,891,000. This is \$25,129,000 more than the \$441,762,000 total for the same period in 1957.

The department said cash receipts from farm marketings for the country as a whole were 11 per cent higher in 1958 than for the same period in 1957. The Wisconsin total of \$466,891,000 for January through May of this year included \$426,724,000 from livestock and its products and only \$40,167,000 from crops.

Look and Learn

BY A. C. GORDON

1. In what year was the record number of marriages in the U. S.?
2. Which U. S. state has the lowest functional illiteracy rate in the nation?
3. Guns trained on the ship Star of the West fired the first shots of what American war?
4. When was the Union of South Africa set up?
5. How long was the U.S. engaged in World War II?

ANSWERS
1. In 1946; a total of 2,291,045.
2. Iowa.
3. Civil war, these shots being fired when the ship attempted to reinforce Fort Sumter.
4. In 1910, when Cape Colony, Transvaal, Natal, and the Orange Free State combined.
5. From December 8, 1941, until August 14, 1945.

Milwaukee Road's Net Income Above That of June, 1957

Chicago — The Chicago, Milwaukee, St. Paul and Pacific Railroad said Monday its June, 1958, net income was \$2,021,459 higher than the figure for June, 1957.

Leo T. Crowley, chairman of the board, said net income in June was \$831,124, compared with a deficit of \$1,190,335 for June, 1957.

However, railway operating revenues for the first six months of 1958 were \$112,906,762, or \$8,086,899 below the figure for the first half of 1957.

WILBERT



"Hands off my razor!"

Brain Twisters

BY DON DOUGLAS

Mathematwister

Here's one for your mathematical mind. It seems that a dog is tied by a rope 30 feet long to the outside corner of a barn that is 25 feet square. Can you figure out the area over which the dog is able to roam?

Answer
The dog can roam over 2,159.85 square feet. This area is comprised of three-fourths of a large circle with a 30-foot radius and two small quarter-circles with a 5-foot radius each.

Sounds Dubious

New Haven, Conn. — A local hospital plan issued a folder explaining its benefits for anesthesia. A lady subscriber called the office to voice her approval of the folder. "But," she asked, "what kind of disease is anesthesia?"

FORMICA
75c per sq. ft.

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Special Discount
For A Limited Time

HARDWARE METAL MOULDINGS

The Handyman's Haven

SCHULTZ
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POST-CRESCENT WANT-AD!

PH. 2-4243
IN THE TWIN CITIES

EUB-St. Thomas, Sacred Heart Post Wins in Church Tourney

Appleton Team Chalks Up 19-9 Victory Over Presbyterians

THIRD NEENAH CHURCH SOFTBALL TOURNAMENT
Monday's Results
United Brethren-St. Thomas 9, Zion 3
Sacred Heart 19, Presbyterian 8
Wednesday's Games
6:30—Menasha Trinity vs. United Brethren-St. Thomas
8 o'clock—St. Margaret Mary vs. Appleton St. Paul

Neenah — United Brethren-St. Thomas and Sacred Heart of Appleton notched wins as the third annual Neenah Church Softball tournament got underway Monday night at the Recreation field.

EUB - St. Thomas recorded a 9-5 triumph over Zion of Appleton, last year's runnerup, while Sacred Heart tumbled Presbyterian, current Neenah Church league leader, by a 19-9 score.

The combination team was forced to come from behind to whip Zion. The latter tallied four runs in the first inning but the winners collected three in the bottom of the frame. Zion added one in the third but a three-run outburst in the lower half of the frame put United Brethren - St. Thomas ahead for keeps. It added its final three in the sixth.

The winners had 10 hits, including two each by Reg Denny, Bob DiRenzo and John Block. Tarala, Wolfgram, and Beyer all had two for Zion. Beyer homered in the first.

Norm Flom, the winner, walked two and loser Tarala gave up one walk.

Sacred Heart, runnerup* in the Appleton Church league, scored nine times in the second inning and six in the seventh on the way to its rout of Presbyterian. The Appleton entry tallied three in the first and one in the sixth.

Presbyterian came up with two runs in the third, five in the fourth and singles in the sixth and seventh.

Charlie Muench, the winner, allowed six hits and gave up two walks. Sacred Heart made 18 hits and received 14 walks off "Tex" Harding.

Tom Grishaber had four hits for Sacred Heart, Marv Gerrits and Syl Mauthe tallied three and Van Dinter had two. Dick Schultz collected three bingles to account for half of

Trinity Guns for 3rd Successive League Victory

MENASHA CHURCH LEAGUE
W L
Trinity 2 0 St. John 1 2
Bethel 2 1 St. Timothy 0 2
Congregational 2 1

Tonight's Games
St. Timothy vs. Bethel (Sixth), Congregational vs. Trinity (Seventh).

Menasha — Trinity will make a bid for its third straight second round victory in the Menasha Church Softball league in a 6 o'clock game tonight at the Seventh street field against First Congregational.

The first round champions recorded 20-1 and 13-4 victories in two earlier meetings.

The Sixth street game will bring together St. Timothy and Bethel. St. Timothy won the first game 6-4 but Bethel took the second 9-3 to knock the former out of a three-way tie for first place. St. John draws this evening's bye.

Menasha Rotary Talk

Menasha — Mrs. Gordon Gill, Winnebago county educational chairman for the American Cancer society, will tell what can be done to fight cancer when she speaks at a Menasha Rotary club meeting at 12:10 Wednesday afternoon at the Hotel Menasha.



Although, as it Turned Out, a slide wasn't necessary. Armin Weber, United Brethren-St. Thomas shortstop dived head first into home plate in the fourth inning of Monday's Neenah church tournament game against Zion of Appleton at the recreation field. Zion didn't make a play on Weber, who tallied on a wild pitch. United Brethren-St. Thomas recorded a 9-5 win. (Post-Crescent Photo)

Main Office '9' Goes After 10th 'American' Win

Plays Tissue Mills; Gilbert's Take on Northwestern Club

Presbyterian's hit total. Mauthe homered for Sacred Heart and Jim Young had one for Presbyterian.

The tournament will continue Wednesday night. United Brethren-St. Thomas faces Trinity Lutheran of Menasha at 6:30 and St. Margaret Mary will play defending champion Appleton St. Paul at 8 o'clock.

Sacred Heart's next game will be at 8 o'clock Friday night when it meets the Neenah Trinity nine.

The box scores:

EUB-St. Thomas-9 Zion-5

W L	AB	R	H	E
W	9	5	10	1
L	5	9	10	1

AB R H E
Weber,cf 2 2 1 Tarlap,cf 3 1 2
Denny,cf 4 2 2 Werner,2b 4 0 0
Di Renzo,3b 4 3 2 Gurholt,cf 4 1 1
Block,cf 4 0 0 S'berlich,ss 4 1 0
Johnson,lb 4 0 1 Wolfgram,lb 4 0 2
Hawley,lf 4 0 0 Beyer,2b 3 1 2
Meyer,2b 3 0 0 Goehring,c 3 1 0
Parshall,rf 3 1 1 Egert,lf 3 0 1
Flom,p 3 1 1 Dikter,rf 2 0 1

Totals 31 9 10

AB R H E
Gerrits,cf 6 3 3 Young,ss 2 2 1
Grishaber,cf 5 3 4 Lambert,lf 4 0 0
Mauthe,3b 3 3 3 Wood,cf 4 0 0
J. Cliske,lf 4 1 1 Nielsen,lb 4 2 1
V'Dinter,rf 2 2 2 Schultz,c 4 1 1
Thiel,2b 4 1 1 Hanley,3b 4 0 0
D. Cliske,lf 3 2 2 T. Harding,p 3 1 1
Jensen,c 3 2 2 Shieski,2b 3 1 1
Muench,p 3 1 1 Engel,rf 1 2 0
Visser,lf 3 1 1 A. H'ding,rf 1 0 0
Bromm,rf 1 0 0

Totals 41 19 18

Neenah — Main Office shoots for its tenth win in 11 American division starts in the Twin City Industrial Softball league when it collides with Wisconsin Tissue Mills at 6:30 tonight at the Recreation diamond.

The Office and Packers are

are tied for the lead with 8-1 marks. The Pack plays Neenah Paper Thursday night. Tissue Mills, which has a 5-6 record, fell to the K-C entry 10-2 in the first meeting on May 22.

Gilbert Paper, third with a 7-3 slate, will vie with Northwestern Electrotape in the 8 o'clock game at the Neenah diamond. Gilbert's chalked up a 13-7 verdict in their May 13 get together.

Neenah Foundry, runnerup in the National division with a

Zion Forfeit Gives Eureka First Place In 'Bagoland Circuit'

Oshkosh — Although it was idle Sunday, Eureka moved

6-3 mark, takes on Strange Paper at 8 o'clock at Jefferson park. Strange's has a 3-6 slate including a 12-11 win over tonight's foe.

Defending champion Badger-Globe and Bergstrom's vie in the 6:30 Jefferson park tilt.

back into first place in the Winnebago Baseball league. It gained first place when Zion was unable to field a team at Poygan and was forced to forfeit.

Eureka has a 7-2 record to 6-2 for Zion. Berlin is third with 5-4, Poygan has 5-5 and Omro 0-10.

In Sunday's only match, Berlin clubbed out a 10-5 win over Omro. The game was called in the seventh because of rain.

Green Lake to be Site of Marathon Golf Jamboree

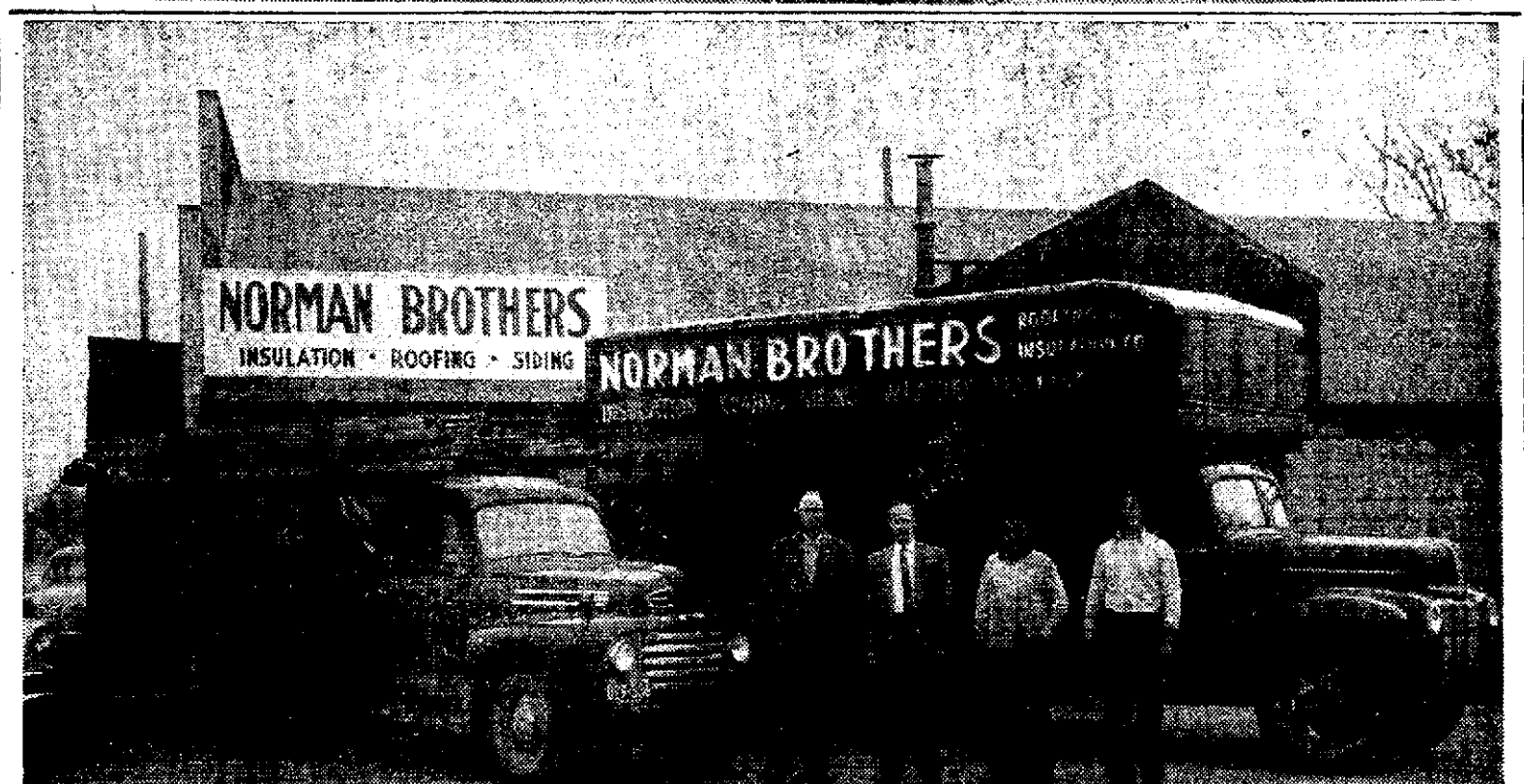
Menasha — The RAM open, the Marathon Men's annual golf jamboree, will be held Sept. 13 at the Tuscumbia Country club at Green Lake.

John Van Sistine hurled a four-hitter. Ralph Gabriliska was the losing pitcher.

Ben Kluba, chairman of the event, announced today.

Assisting Kluba on the committee are George Zelinski and Bob Kees. The program will include prizes, refreshments and a buffet dinner.

Golfing will get underway at 7 o'clock in the morning with prearranged tee times. Employees from Neenah, Menasha, Menominee, Green Bay, Rothchild and Wausau are expected to attend.



Area People Are Assured of the best service and lowest prices when they deal with Norman Brothers Insulation and Roofing Company, 911 S. Commercial street, Neenah. The firm features Fiberglas insulation, Rockwool insulation, roofing, siding and aluminum combination windows and doors. Shown above are some of the personnel including (left to right), Howard H. Norman, president, Ray Ribble, sales manager and Sid Holcomb and Art Klepps, foreman. Reliability is important in any business and this firm rates high as there are more than 3,000 satisfied customers of Norman

Brothers throughout the Fox Valley. The company has been operating for 15 years and all work is guaranteed. Norman Brothers urges all Fox Citizens to "check and compare with us" before they purchase insulation, roofing, siding or combination doors and windows. A company spokesman said: "It's vitally important that you get good quality at a reasonable price from an established business and beware of any 'here-today-gone-tomorrow' type of operations." Norman Brothers may be contacted by dialing PA 2-7071, day or evening.

Reliable Neenah Business Firm Emphasizes Quality Products

Neenah — Norman Brothers Insulation and Roofing Co., 911 S. Commercial street, is "at your service" day or evening by simply dialing Parkway 2-7071. The Neenah firms specializes in Fiberglas and rockwool insulation, roofing, siding and aluminum combination doors and windows.

This reliable firm has in its files the names of more than 3,000 satisfied customers in the Valley since it was founded 15 years ago. Norman Brothers is proud of the work it does and advised area people interested in any of the above-mentioned products to call now for a friendly, free estimate.

The company feels that experience and reliability plus the fact that it is permanently established business, enables them to give the customer a quality product at the lowest price, backed by the best service.

Convenient terms can be arranged for any job to fit the customer's budget. Terms are available up to 5 years and payments are as low as \$5 per month. All work is guaranteed. Fiberglas applicators at Norman Brothers have been thoroughly trained in the most effective methods of applying Fiberglas blown insulation to any area home. They are experienced men in the building and home insulation field, picked for their integrity and ability. Area home owners are assured of the cleanest, fastest, most efficient and reliable insulation service. When the work is completed Norman Brothers applicators will place a "Fiberglas-Insulated" certificate in a prominent attic location. The certificate warrants the quality of workmanship and certifies that genuine Fiberglas blown insulation was used.

A home owner adds to the value of his home when he wisely adds Fiberglas home insulation. It is a permanent improvement that increases the capital value of his home. This is emphasized by the fact that the expense may be covered by an FHA insured or other loan from any of the home-financing institutions. Money invested in insulation pays a higher return than any other home dollar.

For free estimates or to discuss an insulation problem, Fox Citizens may call Norman Brothers at PA 2-7071.

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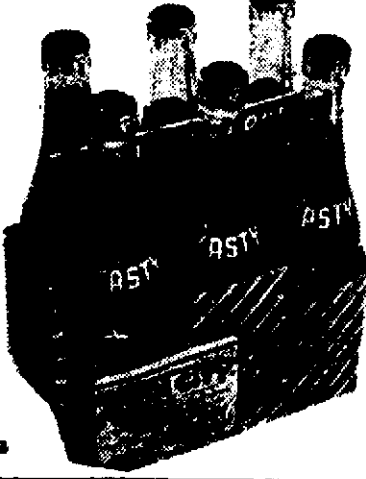
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Plan Singles Meet For Menasha Boys

Menasha — The Boys 11 and under city singles tennis tournament will be played at 9 o'clock Wednesday morning at the Smith park courts, Leo Kenney, summer tennis instructor, reported today.

Boys who were under 11 last Jan. 1 are eligible to compete. Barry Conway defeated Pat Kenney for the championship last summer.

55,000 Long Distance Phone Tolls Processed Daily at Oshkosh Office

Post-Crescent Oshkosh Bureau

Oshkosh — About 55,000 long distance telephone toll tickets are processed each day by the new accounting section in the new Oshkosh offices of the Wisconsin Telephone company.

Previously, long distance toll charges were processed in Milwaukee, and all Wisconsin telephone subscribers were billed through the Milwaukee office.

But in planning the new Oshkosh telephone company building, which opened July 6 when the dial system was put into effect in Oshkosh, provisions were made for an accounting section to handle all long distance toll tickets from 72 Wisconsin toll centers outside the Milwaukee area.

The transition from Milwaukee to Oshkosh was made during the weekend of July 12 and on Monday morning, July 14, about 110 employees were ready to start the processing of the toll tickets.

Many toll charges must be rated, or computed, before they are sorted by central office number, such as Regent in Appleton, Parkway in Neenah-Menasha, or Beverly in Oshkosh.

Specially Designed
Then subscribers are billed on a typewriter-adding machine which has been specially designed for the telephone company. The machine automatically figures the federal tax on long distance toll charges, and totals tax and charges. They, in turn, bill their customers separately.

In this way, more than 11 million June long distance toll tickets were processed by the Oshkosh office. And July and August promise to be even busier months.



Wisconsin Telephone Company Employees at Oshkosh process about 55,000 long distance toll tickets daily in their new accounting headquarters at Oshkosh. The accounting unit was moved from Milwaukee to Oshkosh this month and handles the entire state except Milwaukee. La Vern Reimer is operating a machine which prints the bills above while below is shown a group of employees at the sorting racks, distributing toll tickets according to names. (Post-Crescent Photos)



Pleads Innocent Of Leaving Crash; 2 Forfeit Bonds

Neenah — James E. Harness, 26, route 2, Neenah, pleaded innocent of leaving the scene of an accident on Main street Monday and his trial was set for Aug. 7 by Police Justice Edmund P. Arpin. Two bonds for speeding were forfeited, one in Menasha and the other in Neenah.

According to the police report, Harness was driving a car which struck a car being driven by Patricia Gilbert, 325 Winnebago avenue, Menasha, in the 100 block on Main street at 12:20 Monday morning.

John N. Beck, 22, 719 Carver lane, Menasha, forfeited a \$14.20 bond at the Neenah station for speeding 39 miles an hour on Main street at 2:30 Sunday afternoon.

Marlene Schwartz, 2014 Wisconsin avenue, New Holstein, forfeited a \$14 bond at the Menasha station for speeding 40 miles an hour on Third street at 8 o'clock Saturday morning.

Final Tax Payments Due in Twin Cities

Menasha — The final installment of taxes are due not later than Thursday, in both Menasha and Neenah, city Treasurers Frank Beck of Menasha and Walter Loehning of Neenah reported today. The tax rolls will be sent to Oshkosh on Friday.

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REALSCOPE PICTURE

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A WARNER BROS. PICTURE

PAT BOONE BERNARDINE
COLOR BY DE LUXE
CINEMASCOPE

NEENAH Ends Tonight
"Bravados" Gregory Peck
"I MARRIED A WOMAN" George Gobel

STARTS TOMORROW
SOPHIA LOREN ANTHONY PERKINS
DESIRE UNDER THE ELMS
BURL IVES
A PARAMOUNT PICTURE

ST. LOUIS BLUES
NAT "KING" COLE
BARTHA KITT
PEARL BAILEY
ELLA FITZGERALD
CAR CALLAWAY
A PARAMOUNT PICTURE

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...Science gone wild!
THE HAUNTED STRANGLER **FIEND WITHOUT A FACE**

Post-Crescent Classified Columns
Are the Logical Market Places
For Buyer and Seller

Fox Cities Movie Times

Appleton—(starts today) The Haunted Strangler and Fiend Without a Face, beginning at 1:30.
41 Outdoor—(ends tonight) Tank Battalion, shown first at 9:05, and Hell Squad. Box office opens at 8 o'clock.
Neenah—(ends tonight) The Bravados at 7 o'clock and 10:05.
I Married a Woman at 8:53.
Rialto, Kaukauna—(ends tonight) Peter Pan at 7:40 and 9:40.
Also cartoon and Disney's Alaskan Sled Dog. Show starts at dusk.
Rio—(today) Manhunt in the Jungle at 4:45 and 8:05. Rock-A-Bye Baby at 5:10 and 9:40.
Tower Outdoor—(starts tonight) Bernardine and The McConnell Story. Show starts at dusk.
Vandette, Kaukauna—(ends tonight) The Bowery Boys in the Money at 7 o'clock and 9:20. Johnny Trouble at 8:10.
Viking—(ends today) The Key at 1:40, 5:30 and 9:25. My Gun is Quick at 4 o'clock and 7:50.

Special Events

Band Concert—(tonight) guest appearance of Wuerl Concert band of Sheboygan, Pierce park at 7:45.

Television Schedules

WBAY-TV, Channel 2, Green Bay

Tuesday P.M.
4:00—As the World Turns
4:30—House Party
5:00—Popeye Cartoons
5:30—News, Weather
6:00—Doug Edwards
6:30—Name That Tune
7:00—Mr. Adams & Eve
7:30—Keep Talking
8:00—To Tell the Truth
8:30—Spotlight Playhouse
9:00—Bid N Buy
9:30—State Trooper
10:00—Weather, News
10:30—Playhouse
11:00—Feature Theater
Wednesday A.M.
7:00—Cheer-Up time
7:30—TV Party Line
9:00—For Love or Money
9:30—Play Your Hunch
10:00—Arthur Godfrey
10:30—Ditto
11:00—Love of Life
11:30—Search for Tomorrow
12:00—Guiding Light
12:30—Noon Show
Wednesday P.M.
1:00—Beat the Clock
1:30—What's New Today
2:00—The Big Payoff
2:30—The Verdict
3:00—Queen for a Day
3:30—Modern Romances
4:00—Drama
4:30—Afternoon Theater
5:00—Sports Picture
5:30—Sports
6:00—Weatherman
6:15—NBC News
6:30—Win With the Winner
7:00—The Investigator
8:00—Ditto
8:30—Bob Cummings
9:00—The Californians
9:30—State Trooper
10:00—Weatherman
10:30—News
10:45—Weather Patrol
10:55—Patti Page
11:00—Jack Paar
11:30—News Headlines

WTMJ-TV, Channel 4, Milwaukee

Tuesday P.M.
4:00—American Bandstand
4:30—Do You Trust Your Wife?
5:00—American Bandstand
5:30—Sir Lancelot
6:00—Mickey Mouse
6:30—Spotlight With Otto
6:50—Weather, News, Sports
7:00—Cheyenne
7:30—Wyatt Earp
8:00—Broken Arrow
8:30—Highway Patrol
9:00—Ida Lupino Show
9:25—Weather
9:30—Movie
10:00—Weather, News
11:00—Sleepytime Show
Wednesday A.M.
6:45—Farm Report
7:00—Today
7:30—What's New in The Kitchen
8:00—Treasure Hunt
8:30—Price Is Right
9:00—Truth or Consequences
9:30—The Tac Dough
10:00—It Could Be You
10:30—Hot Shots
Wednesday P.M.
12:30—Mid-Day
1:00—The Woman's World
1:30—Haggy Baggy
2:00—Today Is Ours
2:30—From These Roots
3:00—Queen for a Day
3:30—Modern Romances
4:00—Drama
4:30—Afternoon Theater
5:00—Sports Picture
5:30—Sports
6:00—Weatherman
6:15—NBC News
6:30—Win With the Winner
7:00—The Investigator
8:00—Ditto
8:30—Bob Cummings
9:00—The Californians
9:30—State Trooper
10:00—Weatherman
10:30—News
10:45—Weather Patrol
10:55—Patti Page
11:00—Jack Paar
11:30—News Headlines

WFRV-TV, Channel 5, Green Bay

Tuesday P.M.
4:00—American Bandstand
4:30—Do You Trust Your Wife?
5:00—American Bandstand
5:30—Sir Lancelot
6:00—Mickey Mouse
6:30—Spotlight With Otto
6:50—Weather, News, Sports
7:00—Cheyenne
7:30—Wyatt Earp
8:00—Broken Arrow
8:30—Highway Patrol
9:00—Ida Lupino Show
9:25—Weather
9:30—Movie
10:00—Weather, News
11:00—Sleepytime Show
Wednesday A.M.
6:45—Farm Report
7:00—Today
7:30—What's New in The Kitchen
8:00—Treasure Hunt
8:30—Price Is Right
9:00—Truth or Consequences
9:30—The Tac Dough
10:00—It Could Be You
10:30—Hot Shots
Wednesday P.M.
12:30—Mid-Day
1:00—The Woman's World
1:30—Haggy Baggy
2:00—Today Is Ours
2:30—From These Roots
3:00—Queen for a Day
3:30—Modern Romances
4:00—Drama
4:30—Afternoon Theater
5:00—Sports Picture
5:30—Sports
6:00—Weatherman
6:15—NBC News
6:30—Win With the Winner
7:00—The Investigator
8:00—Ditto
8:30—Bob Cummings
9:00—The Californians
9:30—State Trooper
10:00—Weatherman
10:30—News
10:45—Weather Patrol
10:55—Patti Page
11:00—Jack Paar
11:30—News Headlines

WMBV-TV, Channel 11, Marinette

Tuesday P.M.
4:00—Uncle Tom
4:45—NBC News
5:00—Weather, News, Sports
5:30—Win With a Winner
7:00—The Investigator
8:00—Ditto
8:30—Bob Cummings
9:00—The Californians
9:30—Sherlock Holmes
10:00—Weather, News, Sports
10:15—Jack Paar
1:00—Lucky Partners
Wednesday A.M.
7:00—Today
7:30—Dough N' M
9:30—Treasure Hunt
10:00—Price Is Right
10:30—Concentration
11:00—The Tac Dough
11:30—It Could Be You
12:00—Collins' Column
Wednesday P.M.
12:30—Film Features
1:00—Weather, News
10:15—Jack Paar
1:30—Haggy Baggy
2:00—Today Is Ours
2:30—From These Roots
3:00—Queen for a Day
3:30—Modern Romances
4:00—Drama
4:30—Afternoon Theater
5:00—Sports Picture
5:30—Sports
6:00—Weatherman
6:15—NBC News
6:30—Win With the Winner
7:00—The Investigator
8:00—Ditto
8:30—Bob Cummings
9:00—The Californians
9:30—Sherlock Holmes
10:00—Weather, News, Sports
10:15—Jack Paar
1:00—Lucky Partners

WISN-TV, Channel 12, Milwaukee

Tuesday P.M.
4:00—Gretchen Colak
4:15—Uncle Hugo
5:00—Sir Lancelot
5:30—Mickey Mouse
6:00—Newsroom
6:15—John Daly
6:30—Cheyenne
7:30—Wyatt Earp
8:00—Broken Arrow
8:30—Pantomime Quiz
9:00—March of Medicine
9:30—Martin Kane
10:00—Deadline 12
10:10—Movie
11:40—Capsule News
11:45—Chapel
Wednesday A.M.
8:00—Capsule News
8:15—TGA
11:30—Fun House
12:00—Crusader
Wednesday P.M.
12:30—Pretzel Party
1:00—Holiday Quiz
1:30—The Woman's Angle
2:00—Matinee
2:30—Our Miss Brooks
2:55—The Governor's Report
3:00—American Bandstand
3:30—Who Do You Trust?
4:00—Uncle Hugo
4:15—Wild Bill Hickok
5:30—Mickey Mouse
6:00—Newsroom
6:15—John Daly
6:30—Disneyland
7:30—Tombs Territory
8:00—Ozzie and Harriet
8:30—Baseball Corner
9:00—Fights
9:45—Sports Corner
10:00—Deadline 12
10:10—Movie
11:40—Capsule News
11:45—Chapel

WSAU-TV, Channel 7, Wausau

Tuesday P.M.
4:00—Adventure
4:30—Stop Look and Listen
5:00—Mansion Mirror
5:30—Sports
6:00—News
6:10—Weather
6:15—Doug Edwards
6:45—Name That Tune
7:00—Mr. Adams & Eve
7:30—Wyatt Earp
8:00—To Tell the Truth
8:30—Charter Boat
9:00—Bid N Buy
9:30—Tombs Territory
10:00—Weather, News
10:15—Silent Service
10:45—Sports Panorama
11:00—Confidential File
Wednesday A.M.
8:55—News
9:00—For Love or Money
9:30—Play Your Hunch
10:00—Arthur Godfrey
10:30—Liberace
11:00—Love of Life
11:30—Life With Elizabeth
12:00—News
Wednesday P.M.
12:05—Buck Leverton
1:00—Beat the Clock
1:30—House Party
2:00—Margie
2:30—Verdict Is Yours
3:00—Brighter Day
3:15—Secret Storm
3:30—Edge of Night
4:00—Christian Science
4:15—Bookshelf
4:30—Stop Look and Listen
5:00—Mansion Mirror
5:30—Sports
6:00—News
6:10—Weather
6:15—Doug Edwards
6:30—Twilight Theater
7:00—American Legend
7:30—TGA
8:00—Millionaire
8:30—I've Got a Secret
9:00—Buckskin
9:30—Barbarian Command
10:00—Weather
10:05—News
10:15—Price Is Right
11:00—Star Performance

Folding Paper Carton Shipments, Economic Barometer, on Rise

Chicago — June shipments of folding cartons from manufacturing plants to packagers were above June a year ago, Gustav L. Nordstrom, executive director of Folding Paper Box Association of America, reported. The increase marked the first time this year that a monthly shipment total surpassed the like month a year ago, he said.
Tonnage was up 1.9 per cent over June of last year and dollar volume increased 3.3 per cent. However, for the entire first half, tons shipped were down 4.5 per cent and dollar volume was off 2.8 per cent.
Folding cartons are used to package such consumer items as soaps, foods, bakery products, tobacco, beverages and various hard goods. Because they are used to pack such a wide variety of consumer goods, folding carton shipments are considered by some economists as a barometer of consumer spending.

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Benny Reveals How to Keep Money in Hand

Avoid Capricious Buying at All Costs, Comedian Advises

BY JACK BENNY

New York —(AP) Having been asked to do a guest column, I decided to write about a subject which has always appealed to me—from an academic sense of course—money!
With the hammer ring upon the first coinage die, man's load in life became lighter. In his pocket he could carry enough money to purchase things which prior to money's invention would have cost him perhaps 14 stone of watermelon, an unwieldy burden at best.
However, this hammer ring created a number of problems. The first was the problem of obtaining money. Second, and I'm not sure that's a proper placement, is the problem of keeping it.

Along these lines I have formed a certain set of operating procedures which I will be happy to pass along. Capricious buying should be avoided at all—your pardon the expression—cost. Never, in a weak moment, allow yourself to purchase something on a whim.

Crafty Merchants

This may prove difficult for the neophyte as all the guile and craftiness of merchants is directed at just such weak-willed persons. Signs and advertisements drip with sentimental suggestions like "Buy Your Sweetheart a Box of Goodie Chocolate."
A nice card and a candy bar will serve just as well. After all, it's not the money, but the thought which counts, and a card and a candy bar make you properly sentimental without overdoing it.
Never pick up luncheon or dinner checks at a restaurant, club or night spot. Once I picked up a check out of simple curiosity. I had no intention of paying it, but by the time I had added the figures, everyone had gone and I had to pay or wash dishes.

Check Dodging

Now from time to time, even if you follow the above advice, someone will push a check toward you. At this point you have several possible courses of action. Provided you haven't drunk your glass of water you can knock it over, and in attempting to dry out the tablecloth, once again push the check across the table.
Or, suddenly remembering you must make a phone call can extricate you from such a position, as can a sudden desire for cigarettes, a newspaper, or just-remembered appointment.
I would like to make it perfectly clear that I am not cheap. It's just that I detest ostentation in anyone, particularly myself. Check grabbers are such showoffs.

Another difficult situation a man may find himself facing is when he finds himself paying for a round of drinks at his golf club. I have found that by holding a step or two behind my



This Husband and Wife Team in Hollywood are working on the movie version of Edna's Ferber's novel on Alaska, "Ice Palace." The couple, Art and Jo Napoleon, went to Alaska to get background for the film. (AP Wirephoto)

Love That Alaska

Pair Working on Film Version of Ferber Novel

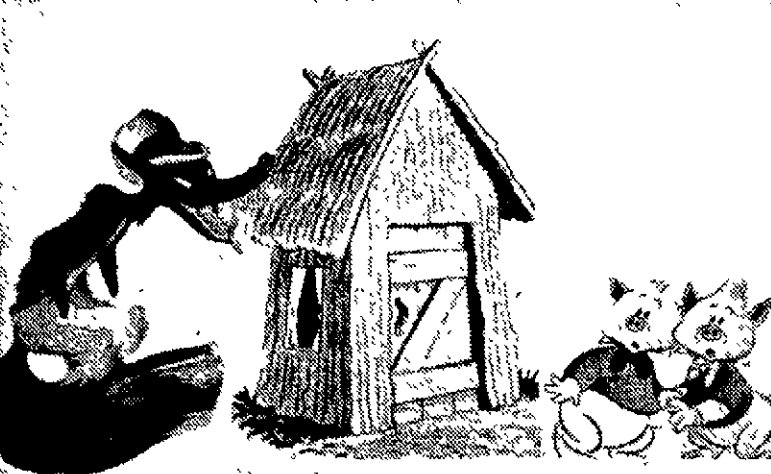
BY BOB THOMAS

Hollywood—(AP) The screen's biggest tribute to Alaska is being whipped up by a husband-and-wife team who admit they are unabashedly in love with the 49th state of the Union.
They are Art and Jo Napoleon, a writing and producing combo (he also directs) who are preparing the film version of Edna Ferber's latest novel, "The Ice Palace." They went to Alaska to get background for the film, intending to stay two weeks. They lingered six.

"And still we only touched the surface," said dark-haired Art.
"The place is fascinating—fascinating!" added his lovely wife.
Art explained: "We went up there to get the feeling of the place and also to find some action sequences for the picture. The book is more of a clash of ideologies—pro and con statehood—and we needed some interesting scenes photographically."
"We found all we needed and then some. We went all over Alaska, by dog sled, plane and boat. We visited Eskimo villages and dew line installations (radar stations for warning of air attacks) and even went po-

friends, someone always pays for the first round. The second is fought over and the third, etc., until everyone but me has paid.
Play on Sympathy
At this point a hand placed to your head, and a remark about the hot sun giving you a headache usually brings the immediate prescription of another drink from your generous friends.

This is where you must be strong. Refuse the offer, grimacing as if the pain were becoming increasingly worse, mumble something about having to see your doctor about migraines, stagger a bit, and start to leave.
Now comes the calculated risk, necessary in order to maintain your social position. After taking two or three pain-wracked steps, turn suddenly and, looking as sick as possible, offer to buy a round for the boys. They have never failed to stop me before my hand reached a pocket.



The Three Little Pigs of storybook fame will come to life on the Rio theater stage Thursday afternoon at a 1:30 matinee. Real dwarfs and midgets, professional show folk, will play the parts of the pig characters, complete with special costumes and rubber masks.

'Three Little Pigs' Stage Show to Star Dwarfs and Midgets

Nothing has ever captured and held the imagination of children the world over as the story of "The Three Little Pigs."
This age-old story will come to life Thursday afternoon on the Rio theater stage when a professional touring company presents its play version at a special children's matinee at 1:30. There will be only one performance.
Real little folk, professional dwarfs and midgets, will be the stars of the show. They will wear special costumes and handmade rubber masks. The big, bad wolf also will be portrayed in all his slyness as he huffs, puffs and tries to blow down the little pigs' houses.

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lar bear hunting. We came back big Alaska boosters."

Among their observations of state no. 49:

"Everybody knows what is going on. We went up unannounced. We didn't intend to talk to anyone in Seattle, because the book is somewhat anti-Seattle and we didn't want to start any problems. That is, Miss Ferber argued that the interests in Seattle controlled Alaska, depleted the salmon by using traps that are outlawed everywhere else and avoided paying taxes in Alaska."

"We talked to just two people in Seattle and the word went everywhere. At each stop, they knew who we were and what we were doing up there."

"At least 90 per cent of the citizens favored statehood. Of the rest, many of them weren't in favor because they had come to Alaska to avoid the usual problems in the states. They were afraid they would lose that independent feeling of being in a territory."

"The biggest problem is roads. Most of them lead only a few miles out of town, even from the biggest cities."

"Some Alaskans think that statehood will solve all the problems. It won't. The best hope for Alaska is in developing the tourist trade. The scenery is unbelievable. Alaska could be a great tourist attraction if they had adequate housing and transportation for visitors."

"Prices are 75 per cent above the United States. That's natural because everything has to be shipped up there, and there is nothing to send back on the boats. So freight charges are double."

Fires Are Problem

"Fires are a constant problem. All the houses are overheated, the wood is dried out and the heating is oil. When a fire starts, not much can be done because the fire truck can't start and the river is under four feet of ice."

The Napoleons intend to shoot much of "The Ice Palace" in Alaska, probably starting next winter. They realize there will be a rush to get other Alaskan films on the screen, but they're not concerned with the competition.
"We've got the big one," they say.

This Week's Books

Story of Revivalism New on Library Shelves

The story of the great revivalists and their impact on religious life in America is the subject of a new book added last week to the Appleton public library. "They Gathered at the River" by Bernard Eisberger, with other new volumes, is on display now and was released for circulation Friday.

Turbulent world conditions are analyzed in two books this week. "Choice for Survival" by Louis J. Halle is his view of world affairs while "I Saw for Myself" by Anthony Nutting is a portrait of today's Middle East.

Included in the guidebook category are "Africa" by Charles Joy and "Herb Caen's New Guide to San Francisco and the Bay Area" by Caen.

Other Non-Fiction

Other non-fiction includes "Best Sports Stores" edited by Irving T. Marsh, a panorama of the 1957 sports year; "Lesser Worlds" by Nesta Pain, an account of life in insect worlds; "The Seed from the East" by Mrs. Harry Holt, the story of her husband and the couple's

Fire Destroys Barn, Contents

Iola — A fire of undetermined origin destroyed the barn and stave silo on the Chester Schertz farm in the town of Helvetia, seven miles northeast of Iola Monday night.

The Iola fire department was unable to save the 36 by 60 foot building or any of the contents which included about 35 tons of new hay and barn equipment installed last fall.

A new milk house near the barn was saved. No animals were known to have been in the barn at the time of the fire.

The fire was discovered about 8:30 by a Schertz son who saw smoke coming from the northeast corner. Mrs. Schertz called in the alarm from the Raymond Gregerson home nearby.

Schertz estimated the loss to be about \$12,000.

ANOTHER REASON WHY WE'RE FIRST IN LISTENERS IN APPLETON-NEENAH-MENASHA

... According to Pulse, Inc., New York City*
(No. 6 in a series)

Here's **BOB SCHULZE**

Bob is your host on the Valley Fair Show nightly at 6:30 p.m. . . . direct from our Valley Fair Studios! Stop in tonight and say "hello." Another FIRST for WNAM!

In a Pulse Radio Survey During the Month of April, 1958, WNAM was named First in Listeners in Appleton-Neenah-Menasha. 59% of the interviews were conducted in Appleton, 22% in Menasha and 19% in Neenah. WNAM's share of audience was as high as 48% of the available audience . . . more than twice as much as the second and third station combined!

No Wonder the Swing is to the . . . **BIG** STATION!

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WNAM

Checker Meet Winners Named At Kaukauna

Contests Held at
City Playgrounds
For Youngsters

Kaukauna—Winners of checker contests conducted at city playgrounds have been announced by play area leaders.

At the Hennes playground the winners included Bill Carstens, Tom Collins, Dan Lappen, Kathy Lappen, Mark Cummings, Dave Egan, Mary Otte, Linda Otte, Sue Schmidt, Jean Giordana, Christy Koch and Lee Schwabenberg.

Included in the winners at the High school were Mary Belling, Lynn Belling, Mike Newlin, Cindy Landermann, Karen Belling, Linda Plutchak, Sue Alger, Jerry Luckow, Jessie Pratt and Ken Grissman.

At Riverside the champions included Sara Schuler, Scott Schuler, Tom Jansen, Kathy Frank, Jenny Schuler, Barbara Pendergast, Kay DeCoster, Jeff Schuler, Mike Frank and Joannie Pendergast.

Other Winners
Strassbourg park winners included Jan Hartkey, Phil Van Wychen, Sandy Meulemans, Bruce Vandenberg and Janice Vondracek. At the Marsh playground those crowned included Don Blair, Marlene, Promer, Gary Seibers, Darlene Janssen, Mary O'Brien, Shirley Blair, Doug Weyenberg, Linda Hendricks and Douglas Isaacson.

White City play area finalists were Mike Jacobsen, Virginia Neissen, Vicki LaPlante, Bob LaPlante, Barbara Neissen, Melvin Rabideau, David Bolle and Jim Neissen.

At Reichel's playground, those winning matches were Susan Anderson, Frances Jansen, Donald Jansen, Cheryl Vondrasek, Jack Schermitzer and Don Reichel. At the pool play area the winners were Rose Weigman, Ronald Pitt, Wesley Brill, Dennis DeBruin, Patsy Vanevenhoven, Stan Brill, Mike Martens and Allan Hartzheim.

LaFollette park winners were Patty Ryan, Pete Hertz, Dennis Boree, Carolyn Brehm, Lynn Leddy, Sharon Stevens, Tom Baumgartner, Ronnie Boree and Karla Wynboorn.

High Scores in 16-Inch League

Kimberly — Bill's Bar and Shy's Bar recorded victories in high scoring games in the 16-inch league at the athletic field.

Bills defeated Connie's Bar by a 35 to 12 score and Shys upset Dud's Inn by a 19 to 15 count.

Bills scored in eight of the nine innings played as they banged out 37 hits. Connie's managed 23 base knocks but could get a rally going in only the fifth frame when they scored seven times.

Shys built up a 12 to 5 lead over Duds and then hung on as the losers tried to rally for a win. Despite 10 runs in the last four frames Shys could not be stopped.

Kaukauna Births

Kaukauna—Community hospital today announced the following births:

Sos to:
Mr. and Mrs. Sylvester Vissers, route 1, Kaukauna.
Mr. and Mrs. Jerome Friebe, 415 Eden avenue, Kaukauna.

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Cage League to Play Wednesday

Kimberly — Due to conflicts the senior basketball league on the playground has changed its game night from Monday to Wednesday.

Games this week will have the Gophers captained by Bob Van Zeeland meeting the Hoosiers led by Jerry Lamers at 6:30 on the outdoor court behind the high school.

In the second game the Badgers led by Jack Lamers will meet the Wildcats captained by Lee Vander Velden at 7:30.

A touch football league also is being organized and boys interested in playing can contact recreation director Gil Frank.

Band Concert Wednesday

Outdoor Appearance
Scheduled at Park,
Soloist on Program

Little Chute — The Community band will give a concert at 7:30 Wednesday evening at Doyle park. Harold Janssen, director, announced.

The program includes 15 selections ranging from marches to popular tunes.

One of the features of the program will be accordion solos by Toby Ertl, 11-year-old Kimberly musician. Toby has won awards in several contests in the Fox valley.

The selections to be played include "Old Comrades," a march by C. Teike; "Fiesta," popular standards arranged by Brigel; "Loch Lamond," by Paul Yoder; "Apollo March," by Anton Bruckner; "Romantic Rhythms," by Yoder; "No. 1," accordion solo by Ertl and "Hail Miami," a march by J. S. Richards.

Other selections include "Dry Bones," a standard favorite; "Lassus Trombone," a novelty by Fillmore; "Love's Dream," a march; "Dark Eyes," by Walters; "March of the Steel Men," by C. S. Belsterling and the "Second Connecticut Regiment," by D. W. Reaves. The program will conclude with the "Star Spangled Banner."

Janssen said the band has had a busy summer appearing in the Memorial day parade, giving concerts at the American Legion picnic, the parade at the Holy Name rally in Oshkosh, Kaukauna Veterans of Foreign Wars parade and the Fox valley night at Goodland field.

Correction

Kaukauna — The Veterans of Foreign Wars auxiliary picnic Monday will be for members only and not families as stated in the Post-Crescent Friday.

Kaukauna, Menasha Swim Teams Tie 79-79 in Dual Meet

Kaukauna — Two new records were set and one mark was tied as the Kaukauna and Menasha recreation swimming teams tied a dual meet at the Kaukauna pool.

Paul Mix of Menasha set a new standard of 17.1 in the junior conventional breaststroke and Julie Biggers of Menasha copped the junior freestyle in 31.6 for a new mark.

Joan Ludvigsen, Kaukauna's top scorer, tied the junior freestyle mark with a time of 14.2. The meet was tied at 79-79. In a meet earlier this summer at Menasha the Kaukauna team scored an 86 to 63 victory.

In the boys' events Rod Tepelot of Kaukauna copped first in the midjet freestyle with a time of 13.5. Dan Reichel, Kaukauna, was second and Don Steffen, Menasha, third. Paul Mix, Menasha, won the junior

freestyle in 12.8 while Tepelot, Kaukauna, was second and Dave Coenen, Kaukauna, third. Doug Ludvigsen, Kaukauna, won the intermediate backstroke in 35.9 while Hal Jorgensen, Menasha, was second and Jerry Warrick, Menasha, third.

Mix won the junior conventional backstroke with his new record while second was Mark Tommlet, Menasha, and Bill Jurkovic, Kaukauna, was third. Doug Ludvigsen, won the intermediate freestyle for Kaukauna, while Menasha swimmers Dan McCabe and Jerry Swoboda placed second and third respectively.

Dave Coenen, Kaukauna, won the junior backstroke and tying for second were Mark Tommlet of Menasha and Dan Reichel, Kaukauna. Mix won the intermediate conventional breaststroke for Menasha, Doug Ludvigsen of Kaukauna was second and Dennis Burns, Kaukauna, was third. Ludvigsen also copped the intermediate diving contest while Bill Gerhardt, Menasha, was second and Dan McCabe, Menasha, third.

Joan Ludvigsen had firsts in the midjet freestyle, junior freestyle, midjet conventional breaststroke and intermediate conventional breaststroke for Kaukauna. She also placed second in the intermediate freestyle and junior breaststroke.

Norma Metoxen had first in the intermediate backstroke for Menasha, Barbara Boyd, Kaukauna, was second and Marie Jakl, Kaukauna, was third. Jane Hyde, Menasha, won the junior backstroke; Faye Forstner, Menasha, was second and Marie Jakl was third for Kaukauna.

In intermediate diving Nancy Becker of Menasha was first, Sue Bayer, Menasha, second and Pat Wettstein of Kaukauna was third.



High Temperatures Have Resulted in record crowds at the Doyle park swimming pool in Little Chute. The shallow part of the pool is shown with many youngsters enjoying a dip. The pool is formed by a lagoon of the Fox river canal. (Post-Crescent Photo)

Village, Town Boards Approve Resolution

Attach 52.51 Acres
To School District
6 From District 1

Kimberly — Members of the town of Buchanan board and the village board adopted a resolution attaching 52.51 acres of land formerly in school district No. 1 to school district No. 6 at a meeting Monday night at the village hall.

The resolution was adopted following a public hearing. The

land, formerly in the township, had been annexed to the village for governmental and residential purposes but not for school use.

President Alvin Fulcer, chairman of the hearing, explained that the matter was a technicality that was overlooked when original annexation was passed. In cities annexing a piece of property automatically includes it for school purposes while this does not hold true in a village and township.

Hearing Required
Under law the boards were required to hold the public hearing and then meet separately to act on the resolution. Representatives of the township and the village then signed the resolution attaching the land to the district.

The 52.51 acres lies at the western edge of the village on the south side of W. Kimberly avenue. It includes the Van Daalwyk plats, first and second additions. The first addition has developed into a residential area while there is still no home construction in the second addition.

There was no discussion or opposition to the attachment of the land to one district from the other.

In other action the board took out a boiler insurance policy with the Vanden Boogaard agency of Kimberly. The policy will cover the boiler at the village hall and the one at the sewage plant for a 3-year period at a cost of \$233.16.

The board also instructed the clerk to send out 20-day sidewalk installation notices to a number of property owners. Installation footage amounts to approximately 1,380 feet.

Speeders Forfeit At Little Chute

Little Chute — Four speeders have forfeited bonds of \$15 each at the police station following their arrests by village police.

Arrested with the speed watch on E. Main avenue Friday were:

Clarence Hoh, 217 E. Seventh street, Kaukauna.

Carl Williamson, 21, 1204 E. Main avenue, Little Chute.

Carl Weigman, 125 W. Sixth street, Kaukauna.

Gerald Hauschel, 21, 410 E. Glendale avenue, Appleton, was arrested without the speed watch on E. Main avenue, Friday.

Three points were charged against the record of each motorist.

Girls Softball Team To Play Neenah Club

Kaukauna — The city recreation department girl's softball team will meet a Kimberly-Clark mill squad at 6:30 Wednesday evening at Neenah.

The Kaukauna squad has an 11-1 record for the season. Other games are being arranged for the team in order to get ready for the state meet Aug. 9 and 10.

Final Board of Review Meeting Set Tonight

Little Chute — The final session for the board of review will be at 7 o'clock this evening at the village hall, according to Nick Vanderpas, assessor.

Taxpayers who wish to question their 1958 assessment should appear at the session.

Kimberly Band Sets Concert

Event Scheduled
For Sunset Point
Park on Wednesday

Kimberly — In their initial appearance at Sunset Point park, the Community band will give a concert at 7:30 Wednesday evening.

Gordon Kotkosky will direct the band and master of ceremonies for the event will be Gordon Welch.

Included on the program for the concert will be the "American Red Cross," a march by Panella; "The King and I," by Rogers and Hammerstein; "National Capital March," by Zambano; a spiritual by Don Gillis, and "Minka-Minka," a cornet trio by Roger Schuh, George Acker and Kenneth Tourville.

Other selections include "76 Trombones," by Merridith Wilson, "Al and Pal," by Short, featuring Glenn Strieby as baritone solo; "Colonel Bogey," by Alfond and the "Men in Gray March," by Brahmsed.

"London Derry Air," by Dedrick will feature Fred Van Landghen as a cornet solo.

Following the concert there will be a social for band members at the park. Band President A. J. Courchane is in charge of the social hour.

Milwaukeean Will Address Rotarians

Kaukauna — M. L. Lavorgna, Milwaukee, will be the guest speaker for the Rotary club meeting at 12:15 Wednesday afternoon at the Elks club.

Lavorgna will speak on "Natural Gas and Application to Industrial, Commercial and Residential Use." He also will give an account of the history of natural gas and its distribution.

John Demand is program chairman for the meeting.

Two Cars Damaged In Kimberly Mishap

Kimberly — Approximately \$175 damage was reported in an accident at Kimberly avenue and Main street at 8:15 Sunday evening, according to police.

Cars driven by Delbert Clark, 29, 244 S. Main street, Kimberly, and Barry DeLeeuw, 17, 214 Birch street, collided.

Police Investigate Report of Prowler

Little Chute — Police investigated a report of a prowler early Sunday morning on N. Depot street. The prowler was reported in the 700 block.

Supreme Court Is Majestic Body

Also Least Aggressive of All
Six Faces of Washington, D. C.

BY WILLIAM S. WHITE

Washington — The home of the Brethren is a great, blazingly white temple across which, etched in stone, is this motto: Equal justice under law.

The Brethren are the nine justices of the supreme court, the world's most influential tribunal and the only one of its kind.

This independent branch of the government of the United States is at once the most majestic and the least aggressive of all the six faces of official Washington.

This court is guardian of the constitution. It asserts — and sometimes actually uses — the right to veto the acts of a congress or a president as unconstitutional. But it has no military force at its command, as does the president; no hold over the national purse, as does congress.

In fact, the court has really no power whatever to enforce what it says — no power except the greatest power of all. This is a peculiar moral force arising from the long Anglo-American tradition for playing the game as the rules provide, or as they may be authoritatively interpreted.

This national sense of decency has thus far, for nearly two centuries, been more persuasive than dive bombers.

Slice of Country
The present court is like a slice of the country. The chief justice, Earl Warren, is a big, half-fellow as breezy as his native California — and a little inclined, in the view of some critics, to be too cheerfully quick and western in settling some cases of old and infinite complication.

The senior member of the court in service, Hugo Black of Alabama, is as withdrawn as Warren is outgoing — thin-faced, ascetic, with something of the worn, rubbed look of an old and much-used law book.

The urban, intellectual east is typified by Justice Felix Frankfurter of Massachusetts, who is spry, witty, wiry and

Kimberly Tennis Meet Near Finals

Kimberly — Marlene Timmers has advanced to the finals of the recreation department girl's tennis tournament on the high school courts.

In the semi-finals of the other bracket are Karen Yunk, Virginia Wentzel and Julie Bolwerk. The three will meet to decide the other finalist this week.

Action in the boys meet also has started as quarter final and semi-final rounds are scheduled to be completed this week.

Firemen Called for Hot Wheel Bearing

Kaukauna — The fire department answered a call to the Chicago and North Western Railway company yards on the north side at 5:18 Saturday evening for a fire caused by a hot wheel bearing on a box car.

Youth Center Open

Little Chute — The St. John High school Youth Center will be open for regular activities after church devotions this evening.



White

Seaboard Milk Drinkers Back Standard Law

Bill Introduced by
State Congressman
Would Cut Barriers

Washington — Rep. Lester Johnson, D-Wis., says Connecticut consumers are backing legislation he introduced to establish a uniform nationwide standard for milk sanitation.

Johnson said the unexpected support from the eastern seaboard came in the form of an analysis of his bill by the Connecticut Milk Consumers association of East Hartford, Conn.

The analysis said it would end "restrictive laws in Connecticut which obstructed the flow of interstate milk and act as barriers to increased consumption of milk."

Bars Free Flow

Johnson and other members from Wisconsin and other dairy states have long contended that various laws and ordinances by local bodies have acted as bars to the free flow of milk across the country.

The house is acting on legislation to extend Public Law 480, permitting disposal of government owned surplus farm commodities abroad including sale for payment in foreign currencies, adopted an amendment proposed by Rep. Henry S. Reuss, D-Wis.

Reuss said his amendment would require that sales of such surplus farm goods would not disturb normal patterns of commercial trade of friendly countries.

He said it was offered as a means "to get rid of our surpluses without getting rid of our friends."

Business Meeting for Women at Golf Club

Kaukauna — There will be a business meeting following the women's day activities Wednesday afternoon at the Fox Valley Golf club.

A financial report will be given and Mrs. Joe Gossens will serve as program chairman for the day. Assisting the chairman will be Mrs. Harold Felcourt and the long march of justice will go serenely on.

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Baseball, Golf and Swimming may still be the principal order of sports business in the Fox Cities, but just a scant 30 miles north of here football's professional Green Bay Packers are sweating through the first rough days of grid practice. In these two Post-Crescent shots, taken during drills, Coach Ray McLean is working on his offense for the coming season. Identifiable players in



J. D. Kimmel Still May Play for Bays 250-Pound Defensive Tackle Says He'll Decide by Wednesday

BY ART DALEY Green Bay Press-Gazette Sports Editor Green Bay — Don't count J. D. Kimmel out yet. The 250 - pound defensive tackle and/or end, obtained in a recent trade with the Washington Redskins, told Packer Coach Ray McLean via telephone Monday night that he'd know definitely by Wednesday of this week on his possible playing status for 1958. Kimmel, former West Point and Houston university star, has been awarded a petroleum engineering scholarship at Rice institute. "If I can start work at Rice at the beginning of the second semester I'll play football," Kimmel told McLean. He said he will attempt to get permission from Rice today or Wednesday. Kimmel indicated that he'd like to play football. . . . J. D. was the Redskins' regular defensive tackle for four seasons and, at 28, McLean feels that the 6-4 giant has several good years of football left. If Kimmel decides to play, at least one of the two deals designed to strengthen the Bays' tackles will have panned out. . . . The other, involving the 275-pound Ray Krouse of De-



This is George McWilliams, who pitched his first major league game and won it, going all the way for Cincinnati in its 4-3 exhibition win over Cleveland Monday night at Cincinnati. McWilliams is in his first year with the Class D Palatka, Fla. team in the Florida State league. (AP Wirephoto)

Finish Preparations for Elks, KC Booster Tilts

Tickets for Saturday evening's Knights of Columbus Booster game at Goodland field between the Fox Cities Foxes and the Green Bay Bluejays are available from any K of C member and a dozen downtown ticket outlets. The committee planning the booster game, for which the K of C bought out Goodland field, consists of Frank Briske, Larry Keller and S. M. Timmers. An open house will be held at the Knights of Columbus hall after the game. A band may play before the contest and between innings. Regular children's admission prices will prevail for the game. The Appleton Elks club is completing arrangements for its Booster game Thursday evening when the Foxes' open their 3-game set with the Bluejays. Kelly Weller is chairman of the Elks' committee while others planning the event include: Frank Manier, Al Mink, Clarence Horn, Carl Pentler and Sam and Dan Ornstein. There will be a pre-game band concert at the park and a post-game open house at the Elks club at which the fans will be able to meet the Foxes' players. Proceeds from the game will go to the Elks Charity fund for hospitalized veterans.

See-the AVION All Aluminum Aircraft Constructed TRAVEL TRAILERS Stalker Archery Co. Clintonville Ill. 45 (West)

Sports POST-CRESCENT

Tues., July 29, 1958 Page 25

Milwaukee Defeats IL All-Stars by 3-2 Score

Conley Gets Win; Jay Opposes Dodgers in Game Tonight Toronto — The Milwaukee Braves won an exhibition game Monday night but lost their 1-game National league lead over the second-place San Francisco Giants. The Braves beat the International league All-Stars, 3-2, here while the Giants won a regular league doubleheader at Philadelphia. The world champions, who play Los Angeles at Milwaukee tonight, are just one percentage point ahead of the Giants. The Braves have a .559 average, San Francisco .558. Joey Jay, who pitched a remarkable 2-hitter in his last start, will oppose Los Angeles' Don Drysdale. Jay seeks his seventh victory against three defeats. Gene Conley, first of four Milwaukee hurlers, was credited with Monday night's exhibition victory. Conley pitched the first two innings, giving up three hits. The exhibition loser was southpaw Pat Scantlebury, the first of four International league pitchers. Pat worked three innings and was tagged for five hits and all three Milwaukee runs, two of them unearned. Roach Homers Second baseman Mel Roach started the Braves' scoring with a home run in the first inning. The Braves scored in the second inning on Joe Adcock's single, a 2-base error by Solly Drake and a single by Del Crandall. Harry Hanenbrink of Milwaukee reached first base on an error by Scantlebury in the third inning. Henry Aaron's double put Hanenbrink on third. Adcock sent the runner home on an infield single. The All-Stars scored in the first inning on two singles and an error by Aaron. In the seventh inning, pinch batter Tim Thompson tripled and scored on a sacrifice fly. The Braves' half of the game

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Foxes Vs. Bluejays

Turn To Page 26 Col. 1

Brue Paces Qualifying Round on 69

John DeYoung Fires 75 in State Amateur At Milwaukee Milwaukee — Talented Bobby Brue entered the second half of the Wisconsin Amateur Golf championship medal round today ahead of the pack with a 2-under-par 69 for Monday's initial encounter. Brue's score led all 178 hopefuls and his rounds of 34-35 at Brynwood were the only ones to break par. The players streamed over the Brynwood and Ozaukee Country club courses in their bid for the 64 berths in Wednesday's first round of match play. Appleton's John DeYoung, runnerup in the 1957 Appleton city tournament, fired a 75 at Ozaukee. Tom Floberg, a freshman athlete at Lawrence college last year who hails from Lake Geneva, shot a 76 at Ozaukee. Neenah Ridge way's Dick Spangenberg fired an 86 at Brynwood. Fires 90 In Junior play, Appleton's Bob Ferrel fired a 90. Kenosha's Dick Adamson led the juniors with a 73. Brue, of Milwaukee, was two strokes ahead of seven players bunched at 71. They were Jack Hesler, Sam Ruskin, Bobby

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'Pike' Peterson Wins Club Title

Defeats Williams By 3 and 2 Score At North Shore "Pike" Peterson won his third North Shore golf club championship Sunday by defeating Wayne Williams, who had already won the title once, in the 36-hole final, 3 and 2. In the President's flight tournament, Clarence Kramlich took Bert Fisher, 2 up, on an 18-hole playoff. William McGraw won the Riverview Country club Director's tournament by defeating C. Andrew Pertain. McGraw had previously beaten Vince Jones, Bernie Hesler, Joe Marston, and Charles Lingelbach, on his way to the finals. Pertain had defeated Dr. E. N. Krueger, Bob Barlament, Wilmer Stach, and "Hay" Biggers.

Turn To Page 26 Col. 6

Brue, Lohr, Gharrity Entered

10th Annual Waupaca Open Set for Sunday

Waupaca — Sunday is the date of the tenth annual open golf tournament, for professional and amateur golfers, at the Waupaca Country club. Approximately 90 linksmen are expected for the event with tee-off time scheduled at 8:30 in the morning. The amateurs will be competing for trophies as well as merchandise prizes and the pros will be shooting for the \$100 cash award. Brue Lohr, Gharrity Entered Russ Tuveson, winner of the pro event last year, will be back to defend his title. Other Milwaukee golfers that will come with Tuveson are Jim Milward and Tom Veech. Bobby Brue, Milwaukee, one of the state's better amateur

Turn To Page 26 Col. 3

3-1 League Standings

Table with 5 columns: Team, W, L, Pct., GB. Cedar Rapids 20 8 .714 Green Bay 16 12 .571 Winona 16 16 .500 Burlington 11 15 .423 Davenport 11 15 .423 FOX CITIES 9 19 .321

Foxes' Averages

Table with 5 columns: Player, AB, H, D, P. Pascual 250 95 15 2 Taylor 214 68 14 2 Tana 317 98 20 1 Nusewinger 182 51 4 1 Danton 253 70 9 1 Marr 66 18 3 0 Payne 212 55 15 0 Van Dyke 304 72 18 1 Bone 176 38 9 1 Released 497 85 20 4 PITCHERS' RECORDS: Furrow 1-0; Nodare 6-7; Griffith 6-9; Blomworth 4-8; Sadowski 5-7; Cameron 4-6; Mitchell 3-7; Sunsa 0-4 Released 1-6.

Bleckinger, Adelman Lose in Opening Round of Junior Net Tourney

Kalamazoo, Mich. — Two Wisconsin boys lost Monday in the opening round of the National Junior and Boys' tennis tournament. Charles Bleckinger of Oshkosh lost to fourth-seeded Jimmy Shaffer of St. Petersburg, Fla., 6-2, 6-2. Gary Adelman, Milwaukee, was defeated by third-seeded Lawrence Nagler of Roslyn, N. Y., 6-2, 6-1.

Turn To Page 26 Col. 7

Streaking A's Hand Foxes 6-3 Setback

Losers Drop 4th Straight

Winona — The Fox Cities Foxes suffered their fourth straight defeat, a 6-3 loss to Winona here, Monday night. The win was Winona's thirteenth in its last 17 games. The 3-game series, out of which the A's have won two, ends tonight. Wednesday night the Foxes have an open date and Thursday return home to play Green Bay. The A's hit Ron Bloodworth, who suffered his sixth defeat against four wins, especially hard, getting all but one of their runs and all but three of

Burl Storie Back at Helm of Winona Club

Winona Athletics' Manager Burl Storie is back at the club's helm after an absence of one week due to a sinus infection. Earlier, it was thought that Storie's ailment was a minor heart attack. During Storie's absence, the club was handled by pitcher Lev Spencer and Kansas City farm system pitching coach Lou Krausse. Storie resumed his duties Sunday night.

Turn To Page 26 Col. 6

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Decathlon Winner Rafer Johnson of the United States is shown getting kissed by Russia's decathlon runner-up Vasily Kuznetsov (left) after capturing the gruelling test in the U. S.-Russia track and field meet at Moscow Monday. Johnson's 8,302 points bettered the world record. (AP Wirephoto by radio from Moscow)

Russians Defeat U. S. Track Team, 172-170; Rafer Johnson Stars

Yank Decathlon Ace Sets World Record in His Event; American Men are Winners, 126-109

BY STERLING SLAPPEY Associated Press Sports Writer Moscow — The Soviets are closing in, surely and speedily, on American leadership in sports. And even a controversial ruling and a debatable scoring system can't make it appear otherwise. In the first United States vs. Soviet Union track and field meet, which ended Monday night, the Soviets outscored the Americans, 172 points to 170; their women athletes defeated the American women, 63-44; and, most important of all, the American men could only defeat the Soviet men 126 to 109. "This was the greatest day in Soviet track and field history," said the Soviet men's coach, Vavril Korobkov. "Who would have thought we could beat the American pole vaulters, that we could finish one-two in the high jump and javelin? Or who would have thought a Soviet sprinter would finish second in the 200 meters, that another would be second in the broad jump and that we would set a world hop-step-jump record? It was a wonderful showing." Cost U. S. a Point As the U. S. team packed to go on to meets in Warsaw, Budapest and Athens, the American women could look back with considerable pride on their performances here. So could some of the men. Unquestionably, the greatest feat of the 2-day meet was Rafer Johnson's world record score of 8,302 points in the decathlon, wiping out his own accepted record and the unofficial 8,013 points made by his Soviet rival Vasily Kuznetsov. The only things that rankled a bit were the Soviet system of jumping together the scores of men's and women's competition and the disqualification of Gordon McKenzie in the 10,000 meters. There was no real bitterness; Turn To Page 26 Col. 3

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Mickey McGuire Scores Winning

Run After Error

NATIONAL INDUSTRIAL LEAGUE

	W	L		W	L
IPC	10	2	Kurz-Root	5	4
Police	7	5	Riverside	4	3
Pierce Auto	6	6	Aug. Winter	3	3

Monday Night's Results:

Police 2, IPC 1.
Kurz-Root 8, Riverside 7.
August Winter 7, Pierce Auto 5.

Police upset IPC, 2-1, Monday night in a close, last-inning finish to keep its chances of sharing the American Industrial league title with IPC alive.

Two other games went down to the wire as Kurz - Root

Braves Defeat

Mickey McGuire was safe on an error in the bottom of the seventh and later scored the winning run for Police. Earlier IPC had scored on hits by John Taggart and Harold Grady. Losing pitcher Don Gilbert gave up only two hits.

Harry Kimbal smacked a home run with one man on in the last of the seventh to give August Winters its win.

Kurz Root scored its decisive run in the last of the third to win.

IPC-1	Police-2	AB R H	
Krause, c	4 0 0	Walker, c	3 0 1
Stanton, b	4 0 0	Thiel, c	3 0 0
Stever, l	4 0 0	McGuire, ss	3 1 0
Cornell, ss	4 0 0	Remter, p	3 1 1
Sachs, c	3 0 0	Kick, 1b	2 0 0
Taggart, 3b	2 1 1	Letz, rf	2 0 0
Kush, 2b	2 0 0	Acord, 3b	2 0 0
Grady, rf	2 0 0	Forster, 1b	2 0 0
Gilbert, p	2 0 0	Gosch, 2b	2 0 0

		Totals			25	1	5	Totals			22	2	2
IL Stars, 3-2				IPC	0	0	0	0	0	0	1	0	1
				Police	0	0	0	0	0	1	0	1	3

Aug. Winters-2		Flerce Auto-5		AB RH		AB RH	
Piamaann.ss	4	1	1	Weber,3b	4	1	0
Hettpas,lf	3	0	0	Bessett,lf	3	1	0
Rieat,cf	4	2	1	Foster,rf	3	0	0
Van'berg,p	3	1	2	Jahnke,lb	4	1	2
Kimball,cf	4	2	3	Jensen,c	2	1	2
Gaulther,cf	3	1	1	Strup,p	3	0	0
Schultz,2b	3	0	1	Do'eu,2b	2	0	0
Roberts,lf	3	0	0	Willis,ss	3	0	0
Beyer,rf	3	1	2	Braemer,cf	2	1	1

Mattewins,3b	1	0	0	0	Totals	31	7	12	Totals	28	5	5
Hannehrink,3b	2	1	1	0	Pierce Auto	0	0	0	0	0	0	5
a-Aaron,r	3	0	2	0	August Winter	2	0	2	1	0	0	2-7
Pizarro,rf	1	0	0	0	Riverside-7							
Adcock,1b	3	1	2	1	Kurz Root-5							
Torre,1b	1	0	0	0	AB RH							
Wise,ss	2	0	0	0	Giesters	3	1	2	Hartleben	4	1	1
Logan,ss	2	0	0	0	Seastock	4	1	0	West	4	2	3
Crandall,lf	2	0	0	1	Missing	4	1	1	Hildebrandt	4	1	0
Schoendienst,lf	2	0	0	0	Ertl	5	2	3	Albright	4	1	0
Rice,c	1	0	0	0	Rasmussen	0	0	0	Jensen	4	1	0
Rush,p	1	0	0	0	Zimmer	2	0	2	Griel	3	0	1
Trowbridge,p	1	0	0	0	Hamilton	4	0	1	Kryszak	2	0	1
Robinson,p	1	0	0	0	Van Byzlin	4	0	1	Andres	3	0	0
					Thomack	0	0	0	Hoffmann	2	0	0
					Eggen'ger	4	1	2	Boyer	1	0	0
Totals	34	3	7	2	Totals	33	7	11	Totals	31	8	8
All-Stars-2	AB	R	H	RBI	Riverside	2	2	1	2	0	0	0-7
Drake,cf	3	1	0	0	Kurz Root	3	4	1	0	0	0	6-8
a-Lester,lf	1	0	0	0								
Anderson,2b	2	0	0	0								
b-Gollat,2b	2	0	0	0								
Lennon,rf	2	0	0	0								
c-Johnson,rf	2	0	0	0								
Nelson,1b	2	0	0	0								
Herrera,1b	2	0	0	0								
Parlie,3b	2	0	0	0								
d-Smith,3b	2	0	0	0								
Chacon,ss	2	0	0	0								
Boyer,ss	2	0	0	0								
Fendleton,lf	2	0	0	0								
Cox,p	0	0	0	0								
e-Thompson,c	1	1	1	0								
Oldis,c	2	0	0	0								
c-Escalera	2	0	0	0								
Bresnahan	2	0	0	1								

Scantlebury.p	1	0	0	0
Daniels.p	0	0	0	0
a-Caffie.lf,cf	2	0	0	0
Totals	32	2	6	1

a-Grounded out for Daniels in 5th.
b-Fouled out for Anderson in 6th.

<p>6-Tripled for Lennon in 8th. 6-Popped out for Paris in 8th. 5-Cracked for Cox in 7th. 1-Hit sacrifice fly for Oldis in 7th. 6-Struck out for Drake in 8th.</p>									
Milwaukee	1	1	1	0	0	0	0	0	3
All-Stars	1	0	0	0	0	1	0	0	2
<p>2B--Aaron, Drake, Seattleby, PG-A 1B--Milwaukee 27-10, 27-10, DP- Chacon, Anderson and Nelson; LOB-- Milwaukee 7, All-Stars 4 2B--Aaron, 3B--Pendleton, Thomp- son, RF--Roach, 5B--Pendleton, SP - Escalera.</p>									
TP	H	R	ER	B	B	BB	SO		
Seattleby	3	5	3	1	0	1	0		
Drake	2	2	0	0	0	0	0		
Cox	2	0	0	0	2	1	0		
Browning	2	0	0	0	0	0	0		
Conley	2	3	1	0	1	0	2		
Rush	2	0	0	0	0	0	0		
Trowbridge	2	2	0	0	0	0	0		
Robinson	3	1	1	0	0	0	0		
<p>1st Pitcher, L--Seattleby, U--Lin- salata, Drummond, Betz and Smith. T- 1:58, A-10:06.</p>									

Marion's Thiel Suffers Sixth

Northern League

By The Associated Press.

Eau Claire 5, Aberdeen 0.

Loss of Season

Marion's Bert Thiel, playing for Minneapolis, of the AAA

American association, made two appearances recently as a pitcher.

Thiel lost his sixth game against six wins when he dropped a 4-0 decision to Denver. He worked eight innings, gave up two runs, one of them earned, or ten hits, walked one and struck out four. In his only other appearance, he pitched one inning in relief as Minneapolis lost to Omaha, 6-1, giving up only one hit. In that game Thiel did not get the loss.

Thiel currently is sporting a 3.25 earned runs average, the ninth best in the loop.

Appleton's Stu Locklin was recently traded to Minneapolis from San Diego of the Pacific Coast league for pitcher Jack Spring.

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Wrist Pins ★ Set of Rod
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cluded ★ Grinding of Valves
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Brue Paces Qualifying Round on 69

Continued from Page 25

Thoms, John Jennings, all of Milwaukee; Curt Jacobs, Oconomowoc; and Ed Karpowicz and Harry Simon of Madison.

Par at Brynwood is 71 and at Ozaukee 70. The field switched courses today for the second half of the qualifying round.

Dick Adamson of Kenosha, finished with a 73 to lead the juniors. Kent Peterson of Manitowoc had 75 and Tom Anderson, Beloit, 77.

Steve Caravello of Madison, the defending champion hoping for his third state crown, fired a 72 at Brynwood. Caravello does not have to qualify for the match play.

Other Leaders
Other leading players in Monday's action were Jack Allen, Madison, 72; Billy Schaller, Milwaukee; George Clatworthy, Janesville, and A. W. Wallen, Madison, all 73.

Other results:
74 — James Lohr, Sheboygan; Jim Levenhagen, Milwaukee; Fred Kellogg, Madison; Art Floberg, Lake Geneva.

75 — Jim Martin, Milwaukee; Bill Garrott, Madison; Bob Wetzell, Watertown.

76 — Tom Osberger and Ted Brooks, Milwaukee; Nic Wahl, Jr., and Jack Koeppe, Green Bay; Bill Angel, Racine; Dr. S. Taylor, Milwaukee; Chet Sobol, Kenosha; Les Resansky, Milwaukee; Warren Grey, Racine; John Gittings, Racine; Robert Dzibala, Milwaukee; Harold Knuth, Racine.

Bluejays Dump Raiders Twice

Cut Cedar Rapids' Lead to 3 Games; Dav-Sox Top Bees

By The Associated Press
Second-place Green Bay tightened the three-I league race Monday night by handing Cedar Rapids a pair of 3-2 defeats.

A rain storm halted the second game after six innings, but some temperamental storms had results in the ouster of Cedar Rapids players Horace Garner, Bob Taylor, Bill Hamilton and Manager Al Monchak by Umpire Ralph Bernadino.

Nate Smith's homer in the last innings won the opener after Frank Howard hit his thirty-first of the year for Green Bay. Cedar Rapids' league lead was cut to three games.

Winona squared its record at 16-16 by beating Fox Cities, 6-3.

Don Mincher hit 2-run homers in the third and sixth innings to lead Davenport over Burlington, 10-3. Jim Lynn also batted across four runs for the Dav-Sox.

First Game:
Green Bay 000 100 010—3 10 0
Davenport 000 000 000—10 11 1
Anderson, Gierger (4); Kloss (4); and Holding (4); Melvin and Lindstrom.
Home runs — Davenport: Mincher 2; Stenger.

Second Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Third Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Fourth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Fifth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Sixth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Seventh Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Eighth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Ninth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Tenth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Eleventh Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Twelfth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Thirteenth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Fourteenth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Fifteenth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.

Sixteenth Game:
Green Bay 111 000 000—3 5 0
C. Rapids 000 000 000—2 9 2
Warren, Sedlak (7) and Smith; Carey and Goldfeder.
Home runs — Green Bay: Howard, Smith; Cedar Rapids: Goldfeder.



The Appleton Kennel Club has been sponsoring weekly dog obedience trials. Taking part in Sunday's trials were these owners and their dogs. Left to right are: Mrs. George Schneider, Neenah; Ernest Koerner, Menasha; Mrs. Lester Little, Appleton; Robert Schockley, Neenah; and Lester Little, Appleton. (Post-Crescent Photo)

Giants Knock Off Philadelphia Twice

Mike McCormick and Ruben Gomez Go Route for 3-2, 2-1 Victories

By The Associated Press

More and more it is becoming evident that the San Francisco Giants pitchers have been getting a bum rap.

For weeks critics have been claiming the Giants would be far out in front in the National league if only they had some respectable pitching. But, in fact, the hitters have been the guilty ones, not the pitchers.

Last night's impressive route-going performances by southpaw Mike McCormick and right-hander Ruben Gomez in the Giants' 3-2 and 2-1 sweep of a twilight night double-header in Philadelphia furnished additional proof that the San Francisco hurling has been underrated.

Permit 20 Runs
In their last seven games not including the resumption of last month's suspended game, Giants pitchers have permitted 20 runs, half of them in one game.

During the same period, the hitters have produced only 10 runs.

It is to the pitchers' credit that with such feeble hitting support they were able to win three and tie one of those seven games. Monday's double triumph boosted the circuit's Cinderella team to within one percentage point of the front-running Milwaukee Braves.

All other National league teams were idle.

Huris 9-Hitter
McCormick, still more than a year away from voting age, hurled a 9-hitter, outlasting rookie Roman Semproch and

Chicago Potatoes
Chicago — (USDA) — Potatoes arrivals 284; on track 368; total U. S. shipments for Friday 421; Saturday 213; Sunday 39; supply moderate; demand fair; market for California long whites slightly weaker; others about steady; car lot trades: California long whites 4.10-4.30; Washington round reds 2.85; Washington long whites 3.75; Texas round 3.45-3.50; Idaho Oregon round reds 3.20; Idaho Oregon long whites 3.60-3.85.

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Share Prices Move Lower

Industrial Issues Lead Decline in Heavy Trading

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Trading was heavy at the start. The ticker tape fell behind for seven minutes.

Some first half earnings reports were sharply below the 1957 figures, notably among oils and Kennecott Copper which fell about 2 points.

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Standard Oil (New Jersey) and Socony - Mobil, whose earnings were down, dropped fair-sized fractions. Royal Dutch fell about a point.

Chrysler canceled a fractional gain. Bethlehem eased but Jones & Laughlin pushed ahead fractionally.

Loirillard picked up a point and General Dynamics more than that. Caterpillar fell well over a point.

Missouri - Kansas - Texas preferred ran up about six points on news that the ICC had given qualified approval to a plan for exchanging debentures for preferred stock. M-K common rose about a point.

U. S. government bonds continued to decline.

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Chicago — (USDA) — Live poultry no tone; Monday's receipts were 123,000 lbs; whole sale buying prices 1/2 lower to 1/4 higher; caponettes under 4 1/2 lbs 22-23; over 4 1/2 lbs 24-25; ducks 21-22; ducklings 24.

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Calves. Purchased—With 100 lbs. better than 150 lbs. of fat. Robert Palitzer, Rt. 3, Appleton, Phone 4-5957.

PUREBRED HOLSTEIN BULLS

up to 10 months. From \$600-\$800. H. G. Meiers, Neenah.

SHEETLAND PONIES—Riding horses and work horses. Phone 3-1235 or 3-2714.

SPRINGING HEIFERS, Holstein—Registered. Due in September and October. Also heifer calves, 6 to 12 months of age. Jerome Sickinger, Rt. 1, Hortonville, Ph. 3-5433.

FARM SERVICES 32A

FEDERAL LAND BANK LOANS

Low Interest—Long Terms

See our list of BEST

529 W. College Ave. Ph. 3-3383

Lighting Rods

See our ad under 22, Services offered.

MONEY—To Loan on Improved FARM PROPERTY

WM. J. KONRAD, Insurance Agcy., 106 N. Onondaga St.

FARM MDSE. WANTED 33

CASH for dead and disabled cows and horses. Fast pickup. O. J. K. REE, 2-2021

CHICKENS WANTED TO BUY

Hofensperger Bros., Inc., 418-420 W. College Ave., Phone RE 3-4455

COWS, Wanted, Springers—4 bred heifers, 100 lbs. of fat. Shipments. Gerald Greiner, Ph. 3-1436

HOLSTEIN HEIFER CALVES

From 90 to 125 lbs. Arnold Ticks, Phone PL 7-5556

POULTRY AND SUPPLIES 34

HATCHING ON ORDER

BADGER STATE CHICKERY

1709 E. Wisconsin Ave. RE 3-8203

LIVE POULTRY WANTED

Loews Poultry Company, Hwy. 57, Hilbert, Wis. Phone 102W

FARM EQUIP. & SUPPLIES 35

COMBINE, Case 6-A—Scour clean, cycle bar, pick-up, grass seed at 1000 lbs. Ken Kastner, Rt. 2, Black Creek.

COMBINES, 60 Allis—Like new, 60 Allis, 1/2 motor. John Deere PTO, Chevrolet Truck with grain rack and 1000 lb. grain. Farmhand, 8100E, New London.

DAVID BRADLEY

Gear Driven—5 1/2 h.p.

20" Chain Saws

Regular... \$159.95

NOW... \$177.88

SEARS FARM STORE

312 W. College Ave., Ph. 4-1421

FAIRWAY FARM CLEANER

Sales and Service, 354 Kieffer, Kaukauna, Ph. 6-2504

GRAIN BLOWER—With 33 ft. of line and hopper. Phone RE 4-2232

JAY CHOPPER, John Deere, 305, 450 Baler, \$235, 60 Allis combine, \$150.

LAKEVIEW FARM at Harrisville. Phone Westfield 65F11

MILK COOLER—3 can. Dairyland. New. Phone ST 4-2155 evenings

Black Dirt

Choice top soil. Not much or black dirt. For well fertilized and worked top soil. Phone 4-1215. Norbert Techlin.

BLACK DIRT—CHOICE

30c a bushel.

BLACK DIRT—Fine, fertile, good quality, 3/4 a large load. Francis Schultz, 2-1071.

Black Dirt

Choice top soil. Immediate delivery. Price per 5 yard load: Appleton \$10.00; Kaukauna \$8.00; Little Chute \$5.00; Kimbark \$7.00. Phone RE 4-7676 or RE 4-3235. VAN DAALWYK CONSTRUCTION CO., Kaukauna.

BLACK DIRT—Choice rich, land top soil, also fill. Orv. Schultz, 2-3632

Black Top Soil

Sand, gravel, fill. Call 7-5221

DUANE IMMEL, Greenville.

Blue Grass Sod

Rototilling 1/2 ton power roller. Jim Gillespie, Phone 6-6238

FILL—\$2 and up

Don Goodman Ph. 3-7267

ROTO-TILLING

And Lawn Grading. Please Phone 3-2-9009

BOLENS GARDEN TILLER 12"

swath \$100. Mustang 16" swath \$175. Mustang 24" swath \$220 and up. Bolens Riding Tractor with mowers, grading blade, disc plow and cultivators. New 1000 lb. grain rack. Also used. Used Tillers and Cultivators on hand. Used Power Mowers 32, 40 and 48 inch. New and used. Free information. Write to: SCHMITS SERVICE, Phone RE 3-8188

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FARM EQUIP. & SUPPLIES 35

SWATHER, 8 ft. McCormick-Deering—Like new. John Wolfinger. Phone RE 4-4387.

SWATHER—12 ft. McCormick-Deering. 28 in. McCormick. Ernie Palitzer, Rt. 3, Appleton.

THRESHING MACHINE, 22"

—Reasonable. Mrs. Elsie Doherty, Rt. 1, Neenah.

THRESHING MACHINE, 50"

chopper racks and wagon, elevator, unloading unit, grain thrower, forage blower. Everything you need for all chopper or chopper threshing. McCormick 50-T hay baler, McCormick corn picker, 2 year old, 1 corn unloading rack and wagon, 32 foot back elevator. All in A-1 condition. Phone RO 6-2992. Emil Kueger, Rt. 2, Kaukauna.

THRESHER—22" Case with grain blower. Used.

VAN ZEELAND IMPLEMENT CO.

Hwy. 41, Kaukauna, Ph. RO 6-4747

TRACTOR, B McCormick—With cultivator and corn planter. Late model. \$395. Ph. 4-6483.

Used Equipment

(2) 5 foot McCormick, (1) 6 foot Case Combine. (1) 23 inch Thresher on rubber with drive belt. (1) 45 McCormick, (1) 77 New Case, (2) Case 60, (1) GRIESBACH IMPLEMENT CO., 1324 W. Wisconsin Ave. Ph. 3-9149

Used Tractors

(1) DC-4 Case (propane) with 2 16" hydraulic lift plows (1) SC Case with cultivator (1) CC Case

BOLLETT MOTORS

Junction Hwy. 46 and 114 at Gillingham Corners. Phone 2-1289

USED 7 MOWERS and BALERS

17 ft. Mower, 22 ft. Mower, 24 ft. Mower, 26 ft. Mower, 28 ft. Mower, 30 ft. Mower, 32 ft. Mower, 34 ft. Mower, 36 ft. Mower, 38 ft. Mower, 40 ft. Mower, 42 ft. Mower, 44 ft. Mower, 46 ft. Mower, 48 ft. Mower, 50 ft. Mower, 52 ft. Mower, 54 ft. Mower, 56 ft. Mower, 58 ft. Mower, 60 ft. Mower, 62 ft. Mower, 64 ft. Mower, 66 ft. Mower, 68 ft. Mower, 70 ft. Mower, 72 ft. Mower, 74 ft. Mower, 76 ft. Mower, 78 ft. Mower, 80 ft. Mower, 82 ft. Mower, 84 ft. Mower, 86 ft. Mower, 88 ft. Mower, 90 ft. Mower, 92 ft. Mower, 94 ft. Mower, 96 ft. Mower, 98 ft. Mower, 100 ft. Mower, 102 ft. Mower, 104 ft. Mower, 106 ft. Mower, 108 ft. Mower, 110 ft. Mower, 112 ft. Mower, 114 ft. Mower, 116 ft. Mower, 118 ft. Mower, 120 ft. Mower, 122 ft. Mower, 124 ft. Mower, 126 ft. Mower, 128 ft. Mower, 130 ft. Mower, 132 ft. Mower, 134 ft. Mower, 136 ft. Mower, 138 ft. Mower, 140 ft. Mower, 142 ft. Mower, 144 ft. Mower, 146 ft. Mower, 148 ft. Mower, 150 ft. Mower, 152 ft. Mower, 154 ft. Mower, 156 ft. Mower, 158 ft. Mower, 160 ft. Mower, 162 ft. Mower, 164 ft. Mower, 166 ft. Mower, 168 ft. Mower, 170 ft. Mower, 172 ft. Mower, 174 ft. Mower, 176 ft. Mower, 178 ft. Mower, 180 ft. Mower, 182 ft. Mower, 184 ft. Mower, 186 ft. Mower, 188 ft. Mower, 190 ft. Mower, 192 ft. Mower, 194 ft. Mower, 196 ft. Mower, 198 ft. Mower, 200 ft. Mower, 202 ft. Mower, 204 ft. Mower, 206 ft. Mower, 208 ft. Mower, 210 ft. Mower, 212 ft. Mower, 214 ft. Mower, 216 ft. Mower, 218 ft. Mower, 220 ft. Mower, 222 ft. Mower, 224 ft. Mower, 226 ft. Mower, 228 ft. Mower, 230 ft. Mower, 232 ft. Mower, 234 ft. Mower, 236 ft. Mower, 238 ft. Mower, 240 ft. Mower, 242 ft. Mower, 244 ft. Mower, 246 ft. Mower, 248 ft. Mower, 250 ft. Mower, 252 ft. Mower, 254 ft. Mower, 256 ft. Mower, 258 ft. Mower, 260 ft. Mower, 262 ft. Mower, 264 ft. Mower, 266 ft. Mower, 268 ft. Mower, 270 ft. Mower, 272 ft. Mower, 274 ft. Mower, 276 ft. Mower, 278 ft. Mower, 280 ft. Mower, 282 ft. Mower, 284 ft. Mower, 286 ft. Mower, 288 ft. 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Mower, 686 ft. Mower, 688 ft. Mower, 690 ft. Mower, 692 ft. Mower, 694 ft. Mower, 696 ft. Mower, 698 ft. Mower, 700 ft. Mower, 702 ft. Mower, 704 ft. Mower, 706 ft. Mower, 708 ft. Mower, 710 ft. Mower, 712 ft. Mower, 714 ft. Mower, 716 ft. Mower, 718 ft. Mower, 720 ft. Mower, 722 ft. Mower, 724 ft. Mower, 726 ft. Mower, 728 ft. Mower, 730 ft. Mower, 732 ft. Mower, 734 ft. Mower, 736 ft. Mower, 738 ft. Mower, 740 ft. Mower, 742 ft. Mower, 744 ft. Mower, 746 ft. Mower, 748 ft. Mower, 750 ft. Mower, 752 ft. Mower, 754 ft. Mower, 756 ft. Mower, 758 ft. Mower, 760 ft. Mower, 762 ft. Mower, 764 ft. Mower, 766 ft. Mower, 768 ft. Mower, 770 ft. Mower, 772 ft. Mower, 774 ft. Mower, 776 ft. Mower, 778 ft. Mower, 780 ft. Mower, 782 ft. Mower, 784 ft. Mower, 786 ft. Mower, 788 ft. Mower, 790 ft. Mower, 792 ft. Mower, 794 ft. Mower, 796 ft. Mower, 798 ft. Mower, 800 ft. Mower, 802 ft. Mower, 804 ft. Mower, 806 ft. Mower, 808 ft. Mower, 810 ft. Mower, 812 ft. Mower, 814 ft. Mower, 816 ft. Mower, 818 ft. Mower, 820 ft. Mower, 822 ft. Mower, 824 ft. Mower, 826 ft. Mower, 828 ft. Mower, 830 ft. Mower, 832 ft. Mower, 834 ft. Mower, 836 ft. Mower, 838 ft. Mower, 840 ft. Mower, 842 ft. Mower, 844 ft. Mower, 846 ft. Mower, 848

REAL ESTATE—RENT
SHORE—RESORT FOR RENT
LAKE WINNEBAGO, 1/2 mi. E. of Waverly. Fully furnished cottage, 225 sq. ft., with kitchen, living room, bathroom, and sleeping porch. Phone 4-6296 or 4-8826.
NEAR WAVERLY, on the Lake. Modern furnished apt. for 2 or 3 persons. Phone 4-2965.
ROBERTS LAKE—Forest county. Cottages for rent. Privacy, good walks and pan fishing. THE RASMUSSEN'S. Phone 3-2754 or 3-4320.
BUSINESS PROPERTY
Downtown Office
Modern 1 or 2 rooms. Air conditioned. Phone 3-3423.
LOW RENT OFFICE BLDG.
Suitable for clinic or professional purposes. No traffic problems—unlimited parking space. 133 N. Lake St. NEENAH. LIEBER LUMBER CO. Phone 3-2834

REAL ESTATE—SALE
HOUSES FOR SALE
"Check These Easy Terms and Low Monthly Payments"
\$250 Down
\$48.77 Monthly
8 years old, small home. Dining room or extra bedroom, garage.
Edge o' Town
Only 10 years old. 2 1/2 bedroom ranch. Has new aluminum siding, oil furnace, large lot and garage. \$1,000 DOWN. EASY MONTHLY PAYMENTS!
Edge o' Town
Only 3 years old. Deluxe 2 bedroom ranch with large breezeway to 17 x 22 garage. Automatic heat, carpeting, large lot. Land contract available. Call today.
Summer Cottage
On Pine Lane 4 bedrooms. Large front porch, double garage, furnished, pier, boat and motor. \$15,500
Across from Pierce Park
Well kept 3 bedroom 2 story close to Jefferson school. 11 x 14 living room, full basement, carpeting and draperies. A-1 landscaping. Paved drive to double garage. UNDER \$16,000
\$800 Down
\$95.63 Monthly
Close to Franklin School. 3 bedroom ranch. 6 years old, fireplace, painted basement, large lot, 1 1/2 garage.
West Glendale Ave.
6 year old 3 bedroom 1 1/2 story. Fully improved street, double garage. \$16,500.
Near Franklin School
BRICK 3 bedroom ranch with carpeting in living room and bedrooms. Painted basement, full bathroom. \$14,900 DOWN AND \$104.11 MONTHLY.
Edge o' Town
Only 3 years old. 3 bedroom ranch with double oil furnace, washer, range and oven. fireplace, double garage. \$17,900
\$1400 Down
\$104.44 Monthly
DELUXE NEW 3 bedroom ranch. formal dining area with china closet, double garage.
W. Frances St.
DELUXE NEW 3 bedroom ranch. BUILT-IN COLORED RANGE AND OVEN, colored fixtures, all oil. Full basement, hardwood floors, large dining area, double garage. \$19,900
East Pershing St.
LIKE NEW 3 bedroom ranch. 11 x 14 living room, carpeting, powder room in basement, 11 x 16 bedroom, all oak trim, colored fixtures. \$22,000
No. Gillette St.
Only 3 years old. Deluxe 3 bedroom ranch with painted oil furnace, carpeting, buffet, double garage. \$25,000
Near City Park
Large family home with 4 bedrooms and den. Carpeted living and dining rooms, fireplace in 13 x 20 living room. NEW KITCHEN AND BATH. \$17,000
Garvey Agency
116 S. Superior St.
PHONE 4-7111
EVENINGS
Bernie Peterson 4-8312
Gene Garvey 4-7444
Fred McKeen 4-7111
A. F. Van Beuning 4-7417

REAL ESTATE—SALE
HOUSES FOR SALE
Approved "Hooppner Homes"
W. WASHINGTON \$6,950
2 bedroom home, oil furnace—60' x 150' lot.
N. MASON \$15,900
Lovely in and out—2 big bedrooms—up—dining room—fireplace—lovely carpeting throughout—attached garage—Worth \$17,000.
W. ROBERTS \$15,950
Brand new 3 bedroom Ranch—oak interior—1 1/2 garage—drive and walks.
ERB PARK \$19,300
Big PermaStone Ranch—2 bedrooms down plus large extra room up—2 car garage—paved drive—Terms.
N. ONEIDA \$18,900
5 year old 3 bedroom PermaStone Ranch—year round breezeway—finished recreation room—12' x 40'—2 car garage 120' x 200' lot.
E. WISCONSIN \$10,000
7 room home—garage—oil heat 53' x 120' BUSINESS LOT.
E. GLENDALE \$17,900
4 bedroom ranch 3 years old—fine construction—attached garage.
S. OUTAGAMIE \$10,200
3 bedroom home on 27' living room—garage—oil furnace—\$2,000 down.
N. DURKEE \$14,500
Multiple SOLD—Close-in—Net 17%
Honkamp Realty
310 N. Oneida St.
Phone 4-6683
M. Sheridan Ph. 4-2127
Dorothy Howard Ph. 3-2532
Lymon R. Clark Ph. 3-1930
Leon "Pete" Bartman Ph. 4-4067

REAL ESTATE—SALE
HOUSES FOR SALE
Fine Homes Fairly Priced
W. WASHINGTON \$6,950
2 bedroom home, oil furnace—60' x 150' lot.
N. MASON \$15,900
Lovely in and out—2 big bedrooms—up—dining room—fireplace—lovely carpeting throughout—attached garage—Worth \$17,000.
W. ROBERTS \$15,950
Brand new 3 bedroom Ranch—oak interior—1 1/2 garage—drive and walks.
ERB PARK \$19,300
Big PermaStone Ranch—2 bedrooms down plus large extra room up—2 car garage—paved drive—Terms.
N. ONEIDA \$18,900
5 year old 3 bedroom PermaStone Ranch—year round breezeway—finished recreation room—12' x 40'—2 car garage 120' x 200' lot.
E. WISCONSIN \$10,000
7 room home—garage—oil heat 53' x 120' BUSINESS LOT.
E. GLENDALE \$17,900
4 bedroom ranch 3 years old—fine construction—attached garage.
S. OUTAGAMIE \$10,200
3 bedroom home on 27' living room—garage—oil furnace—\$2,000 down.
N. DURKEE \$14,500
Multiple SOLD—Close-in—Net 17%
Honkamp Realty
310 N. Oneida St.
Phone 4-6683
M. Sheridan Ph. 4-2127
Dorothy Howard Ph. 3-2532
Lymon R. Clark Ph. 3-1930
Leon "Pete" Bartman Ph. 4-4067

REAL ESTATE—SALE
HOUSES FOR SALE
To Buy or Sell DIAL 4-1497
FOUR BEDROOMS—One bedroom, bath and family room on first floor. Large tree shaded lot. Close to schools \$9500
ATTRACTIVE two story, three bedroom home. Powder room down, bath up. Two car garage \$12,900
FOUR BEDROOM modern home with 90 foot frontage on the Fox River \$13,900
LIKE NEW story and a half home with one bedroom on first floor. Attached garage. One block to Erb Park \$15,800
ATTRACTIVE three bedroom Colonial on a large expensive shrubbed lot in a very desirable location \$17,500
LAKE WINNEBAGO. Year round home. Spacious living room with natural fireplace. Two car garage and bath house \$15,900
NORMAN W. HALL
REALTORS
120 E. Wisconsin Ave., Ph. 4-1157
Frank Gutierrez 3-3772
John Gerke 3-2975
Norman Hall 3-6119

REAL ESTATE—SALE
HOUSES FOR SALE
REAL BUYS
N. MEADE—2 Bedrooms, Living Room, Dining Room, Kitchen, Bath down—Large Bedroom, Living Room, Kitchen, and Bath up. Full basement, oil heat, gas hot water, garage close to downtown \$12,900
N.E. AREA—New 3 Bedroom Ranch, brick and frame, all oak interior, built in oven and range, basement, Recreation Room, Attached Finished garage \$17,800
S.A. AREA—2 Bedrooms, PermaStone ranch, breezeway with fireplace, 2 baths, tiled basement, finished double attached garage, oil heat \$18,900
N.E. AREA—2 Apartment plus extra garage apartment \$15,700
KIMBERLY—HELEN ST.—Corner transferred to Green Bay. Exceptionally nice 1 1/2 year old, 3 Bedroom Ranch, large Bedrooms, 2 baths, full basement, hot water heat, lifetime Aluminum siding, Patio, garage \$17,400
KIMBERLY—SIDNEY ST.—11 x 14 2 Bedrooms each, oil heat, close in \$10,700
KIMBERLY—SIDNEY ST.—11 x 14 year old, 4 bedroom home, tile kitchen and bath, full basement, extra large garage with work bench, nice lot \$12,900
KIMBERLY—HELEN ST.—Very nice 1 1/2 year old, 2 Bedroom all brick Ranch Home, with fireplace, garage, large landscaped lot, side yard, immediate occupancy, look at this \$15,900
MENASHA—MARQUETTE ST.—Nice 8 year old, 2 Bedrooms, full attached family room, full basement, oil heat, garage, improved street, close to schools and new Red Owl store \$12,700
FAIR SPRINGS—Only 7 years old, year around home, 2 cars, extra cottage to rent out, bathhouse and pier \$12,900
APPLETON REALTY
319 N. Appleton St. Ph. 4-9501
Eves.: "Bill" Zephirin 4-3315
"Dory" Myse 3-9058
"Gordon" Myse 3-9076
"Gordon" Myse 3-9058
For Sale by Owner
314 W. Parkway Blvd. 3 bedroom ranch, 2 car garage, 68 x 118 lot. Newly painted. Call 4-6322 after 1 p.m. or anytime over the weekend
For Sale by Owner
Colonial Home with fireplace, 3 bedrooms, bath and a half, 712 W. Packard St. Ph. 2-9741
For Sale by Owner
7 room home and single garage, in good shape, in village of Larsen. Call Larsen 6-2863
John W. Geenen
Real Estate Salesman
THE LUTHER SERVICE
Phone Sterling 8-2523

REAL ESTATE—SALE
HOUSES FOR SALE
Choice Selection From Carroll & Carroll
North Appleton
Three bedroom home near Parkway. Large living room and kitchen. \$7,500.
East McKinley
Just listed. Two apartment home. Automatic heat and hot water. \$11,900.
West Grant
Three bedroom 1 1/2 story home. Bath and powder room. Garage. \$11,900.
West Spring
Three bedroom home in good condition. Separate dining room. Automatic heat. Two car garage. \$12,900.
South Sanders
Six room and bath home near Foster School. Carpeted living room and dining room. Garage. \$12,900.
South Lee
Just listed. Four room and bath expandable home on large lot. Oil furnace. Improved street. \$13,900.
Hickory Lane
Charming two bedroom ranch home. Carpeted living room with fireplace. Attached garage. \$13,900.
South Lee
Three bedroom ranch home. Large rooms. Kitchen with dinette. Improved street. \$15,500.
West Spring
Four bedroom home near Senior High. Two complete baths. Oil furnace. Garage. \$16,500.
West Grant
New three bedroom ranch home. Living room with dining L. Built-in range and oven. \$16,700.
CARROLL & CARROLL
REALTORS
121 N. Appleton Street
Dial 4-1529 or Evenings 3-1634

REAL ESTATE—SALE
HOUSES FOR SALE
Kaukauna Buys!
\$1,500 CLEVELAND AVE
2 bedroom ranch home. Extra lot. Garage.
\$2,500 KENNETH AVE & 17TH ST
3 bedroom older home. 2 car garage.
\$12,500 MCKINLEY ST
Practically new 3 bedroom ranch. Oil heat. Garage.
\$16,500 S. MAIN AVE
New 3 bedroom ranch home. Built-in gas oven and range. Attached garage. Only \$2800 down.
\$12,500 RIVERVIEW DRIVE
Overlooking the Fox River. 3 or 4 bedroom 1 1/2 story home. Garage 100' frontage. Boat house 20' x 40'.
J. P. Kline
Real Estate Broker
202 Lake St. Kaukauna
Phone 6-2121 Eves. 6-5602
KIMBERLY—Direct from owner, 2 apartment home, 2 bedrooms in each, double garage, concrete drive. Lot 60 x 175. Ph. 5-2023.
Large Country Home
4 bedrooms, bath and oil heat. On County Hwy. near Appleton. White Box P-75, Post-Crescent.
NEW RANCH
3 bedroom ranch. Large master bedroom with twin closets, attractive kitchen with or without built-in stove and oven. Brick front oil heat. 82 radiator electric hot water heated. Built-in vanity in bath, nine closets, more than 1260 square foot of floor space. Financing can be arranged.
H. STROBL, Contractor
4-1827
E. A. Stecker, Broker

REAL ESTATE—RENT
Modern Store Bldg.
Opposite Shopping Center, 730 W. Foster St. 18 x 45 ft. with basement. Nat. gas heat. Phone Mr. Hoersch at RE 3-7112 or 3-7110.
SHOP OR STORAGE—20 x 40. Of fice 12 x 24. 1106 W. Wisconsin Ave. Phone 3-5058.
OFFICE SPACE—10' x 16'. Ground floor. Heat, light and water furnished. \$35 per month. Located at 115 N. Douglas St. or Ph. 3-9317
WAREHOUSE SPACE Available.
J. J. KELLER & Associates
145 W. Wis. Ave., Neenah 2-3348

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HOME, Small—2 bedroom modern, wanted. Within driving distance of Appleton. Ph. 4-8292
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APARTMENT, or House—With 2 bedrooms. Wanted by responsible young woman with 2 lovely children. Phone PA 2-5552.
COUNTRY HOUSE—2 or 3 bedrooms. References. Phone RE 4-7110.
HOME, Small—2 bedroom modern, wanted. Within driving distance of Appleton. Ph. 4-8292
HOUSE, Small—With 2 bedrooms, desired by couple. Names preferred. Write Box F-63, Post-Crescent, Neenah.
HOUSE OR APARTMENT—Wanted to rent. Furnished, for 120 Special Agent with three children. September through May. Call RE 4-1251
HOUSE—2 or 3 bedrooms, nice location, near grade school in Appleton or Neenah. Write Mr. Sh. 611 S. Main St. Waupaca or call Waupaca 991

REAL ESTATE—RENT
APARTMENT—2 bedroom in Appleton area by 2 employed responsible people. Write Box F-63, Post-Crescent.
APARTMENT, or House—With 2 bedrooms. Wanted by responsible young woman with 2 lovely children. Phone PA 2-5552.
COUNTRY HOUSE—2 or 3 bedrooms. References. Phone RE 4-7110.
HOME, Small—2 bedroom modern, wanted. Within driving distance of Appleton

REAL ESTATE—SALE

HOUSES FOR SALE

ATTENTION VETERANS

NEENAH—Hwy. 114

11 year old, 4 bedroom home, (1 bedroom down), 1 1/2 car garage, oil heat, large 132' x 352' lot. Taxes \$120.00, only \$1100 Down, \$57.50 per month

NEENAH—Paynes Point Road

3 bedroom split rock ranch with garage. Lot 100 x 180 ft. Gas heat. Only 1300 down.

NEENAH—210 High St. TRADE YOUR HOME!

3 or 4 bedroom family home, 2 car garage, new gas heat, close to schools.

NEENAH—Island Point with Lake Winnebago Channel

New 3 bedroom brick ranch with 17 x 27 ft. carpeted living room, full basement, oil hot water heating system, 2 car garage. School bus service and town pays school tuition. Lot 75 x 255 ft. on channel. Only \$2,000 down, \$100 per month with FHA financing.

NEENAH—641 Chestnut

Neat 3 bedroom home with fireplace, and carpeting. 1 bedroom and powder room down, full basement, oil heat, garage and attractive rear yard with over 1,000 flowers. \$1,800 down, \$95.00 per mo.

NEENAH—Maple St.

3 bedroom home with tile bath, oil heat, garage, nice yard, only \$1,300 down.

NEENAH—409 W. North Water

3 bedroom home (2 down), full basement, new roof, \$1,000 down to veterans, \$50 per month.

MENASHA—646 First St.

3 bedroom brick with 1 bedroom and shower down, partial basement. \$1,000 down, \$45.00 per month.

MENASHA—821 7th St.

Excellent 2 bedroom home with 12 x 19 ft. carpeted living room, venetian blinds, 1 1/2 car garage, aluminum awnings, oil heat. Only \$1,200 down, \$60. per month.

MENASHA—Keyes St.

4 bedroom home with extra large sun room. 2 car garage, oil hot water heat. Only \$1300 down, \$70 per month.

APPLETON—1222 W. Winnebago

Close to schools. 3 bedroom home in excellent condition, new copper piping, carpeting, gas heat, garage. Only \$3,200 down, \$78.00 per mo.

APPLETON—167 W. Seymour

Close to schools. TRADE YOUR PRESENT HOME. 2 twin bedrooms down. 2 dormitory bedrooms up. Large carpeted living room with fireplace. Extra large 3 or 4 car garage.

APPLETON—Northwest

Cape Cod 3 bedroom (1 down), 1 1/2 car garage, oil heat. \$3,500 Down, \$78 per month.

ENGEL REALTORS

Phone 3-4487

Evenings and Sunday

Larry Driscoll PA 2-8731

Amnaye Johnson PA 2-9309

George Connell PA 2-1393

Les H. Herzfeldt PA 2-1885

Jerry Versteegen PA 2-1383

Joyce Herzfeldt PA 2-1383

VI Grode PA 4-0905

Tony Winters PA 2-2222

Butch Hesselman PA 5-3740

Joseph J. Engel RE 3-2308

LYMAN B. CLARK

4-6668 - Eve. 3-1930

FOR Your Real Estate Needs At — HONKAMP REALTY —

NEAR EDISON SCHOOL \$8900

6 rooms and bath. Basement. Lennox oil furnace, gas water heater. New roof and siding. Garage. Immediate possession.

BRICK RANCH \$14,900

3 years old, 2 bedrooms, basement, oil heat. Quality construction. Will trade.

SUBURBAN \$16,500

3 bedrooms, low taxes. Good condition, large carpeted living and dining room. Large lot with garage.

Jarchow Real Estate

1328 W. Spring St. Phone 2-4538

THE SENSE AGENCY

614 N. Oneida St. Ph. 4-5714; 4-1250; 3-2083

2 Bedroom—\$10,900

Third Ave., Appleton. Living room with fireplace. New Youngstown kitchen with disposal and dining room. Williams Oil-Matic hot water heat, full basement. Lot 60' x 200'. Low taxes.

Hugh Strange Agency

5-1901. Eves. Werner Derfus 2-0126

SELL YOUR HOME NOW! —

FOR CRESTANT WANT AD.

REAL ESTATE—SALE

HOUSES FOR SALE

Suburban Brick!!

Just listed, a real nice 3 bedroom brick ranch, featuring 20' carpeted living room, large kitchen and dinette with built-in Hotpoint range and oven. Full bath and powder room, attached plastered garage. Large lot. All for only \$16,500

New Expandable \$13,800

Now under construction. 2 bedroom frame and brick expandable home in new home area on Southside.

Four rooms and bath down, designed for 2 bedrooms and powder room up. All oak interior. Buy now and choose your own finishing materials and colors.

NEW RANCH \$15,300

Now under construction. 3 bedrooms, large kitchen with GE built-in range and oven. New home area on Southside.

NORTHEAST \$15,500

3 year old, 3 bedroom ranch. Roomy nearly 1400 sq. ft. 22' living room. 20' kitchen and dinette. Large 83' x 135' lot.

NORTHWEST \$18,000

1 year old, 3 bedroom ranch. Divided basement, 2 car garage and drive.

Also others to choose from.

Dial Office 4-5749

Eves.: 3-1133 - 4-5389 - 3-9877

DE NOBLE AGENCY

REALTORS

518 E. Wisconsin Ave., Appleton

NORTH OF SEYMOUR—COUNTRY HOME

Orchard acre of land, 2 stall garage. Completely modern. Very reasonable. Can be bought on terms. Norman Schott, Rt. 2, Seymour, Ph. Seymour 303W4.

Reasonably Priced

3 bedroom, 2 story, older home. Oil heat. Good location. Early possession. Bus line.

Regal Real Estate

Ph. 3-5783. Eves. 4-2937

Ted MODER

Realtor, Ph. 3-1130

Trade Your Home

In on this large 3 bedroom ranch home, with 2 car garage. On northwest side. 36 ft. living room, built-in units in kitchen and many extras. Priced at only \$12,900. Ph. 3-6570.

Leon G. Fischer, Realty

General Contractor and Builder

VARIETY of Homes

2 Apartment Home—W. Lawrence St. \$10,900

ALL 3 BEDROOMS N. Fair St. \$11,900

Three New Suburban Homes \$13,500 and up

W. Lawrence St. \$16,000

Darboy Home \$16,500

Chudacoff Realty

Dial 3-6765

Evenings—Call Dick Tillman 3-4995 or Phone 4-4128

\$11,500

2 story 3 bedroom home. Varnished cupboards in kitchen, carpeted living room, open stairway carpeted. Bedrooms and bath up. Single Garage.

\$12,600

2 apartment home located near bus route. Each apartment has 2 bedrooms, kitchen, living room and bath. Separate entrances.

\$17,400

2 bedroom expandable home. Attractive exterior. Nicely landscaped lot. Carpeted living room. Double garage.

H. F. McCarthy

(REALTOR)

421 W. College, Appleton, 4-1447

\$9,700

Nice Home. Corner of Jefferson and South River Sts. Beautiful wooded lot. 6 rooms and bath.

\$11,700

On S. Oneida St. just across Hwy. 114 an excellent remodeled home on lot 100' x 300'.

\$12,800

This home on S. Lawe St. is the pride of it's owners. Ideal for couple or small family. Very attractive. The skill of an artist has made this older one floor home a delightful place to live.

WM. H. NOLAN

3-2589

REALTOR

\$6,900

\$900 Down

will buy this 5 room home. New furnace. East side. Gracious sakes—only paying rent!

\$8,500

Honeymooners Cottage

2 bedrooms, heat and clean. Near bus line. Don't get into the habit of paying rent! BUY YOUR HOME NOW!

\$19,800

Happy Family Home

—Carpeted living room with "L" dining area. Basement completely finished with "L" bath, double garage. A most comfortable home—only 5 years old.

FINANCING OUR SPECIALTY—LET'S TALK IT OVER!

The Sense Agency

614 N. Oneida St.

4-5714; 4-1250; 3-2083

1—Small Home and Garage \$4,900

1—2 Bedroom Home \$6,900

WM. J. KRONER, JR.

Real Estate, Insurance, Loans

106 N. Oneida St.

Phone 3-2112

REAL ESTATE—SALE

HOUSES FOR SALE

ACTION ASSURED! List "Yours" Here

(MEMBER BOARD OF REALTORS)

LAND CONTRACT \$5,500

Two bedroom bungalow located within the city limits on North Meade St. 1 1/2 car garage. No basement.

NORTHEAST AREA \$7,500

Neat newly painted modern two bedroom bungalow. Carpeted living room, full basement. Oil heat. Garage.

JR. HIGH AREA \$7,900

Modern 2 bedroom expandable. Basement. Garage. Very neat.

CATHOLIC SCHOOL \$11,500

Fine 3 bedroom home. Good neighborhood. All nice size rooms. Divided basement. Oil heat and hot water. Garage and concrete drive. Public grade school—5 blocks Catholic church and school—2 blocks.

SOUTH SIDE \$14,700

Like new 3 bedroom home (1 down), extra large carpeted living room, large kitchen, full basement, 1 1/2 car garage. Near Catholic church and school.

NEW EXPANDABLE \$14,700

2 large bedrooms. Large living room, extra large kitchen. Full basement. Oil heat. Fully landscaped. Near grade and junior high school. Immediate occupancy.

2 APARTMENT HOME N. LAWE ST. \$16,900

Lower apartment has 2 bedrooms, living room, dining room, kitchen and bath. 1 bedroom and same in upper apartment. Full basement. Garage. Good money maker in a good location.

LITTLE CHUTE \$13,500

Extra nice, older home. 2 large bedrooms. Large carpeted living room, large kitchen, full bath. Mahogany woodwork. Expandable stairs. 2 car garage. Large lot.

ALSO SHOWN SUNDAY P.M.—3-7422

Jennerjohn Agency

"Honest, Reliable Realty Service"

1307 N. Summit St. APPLETON OFFICE Ph. RE 3-1172

Nites and Sundays Call RE 3-4683 or PA 2-0255

THIRD ST. W.—3 bedroom ranch. 5 blocks to schools and Catholic church. Phone 3-7556

\$8900—Three bedroom home, full basement, attached garage, N.W. Appleton.

\$11,500—Three bedroom, full basement, garage and large lot. South side.

\$15,900—NW. Appleton 3 bedroom home only 5 years old. Basement, Garage.

DALE REALTY

Outkarnie Bldg., PHONE 3-6717

HOME BLDG. OFFERINGS 65A

Buy a Home First!

3 Bedroom Ranch. Colonial. Split-level and Others. PRICED FROM \$10,700

Wustrack Construction

Phone 4-5320

GEORGE LANGENHUIZEN

Construction Co., Home Building Our Specialty. Ph. 4-5413

QUALITY HOME BUILDING

PAUL NOFFKE & SONS BUILDERS Phone RE 3-1429

VIC LANGE, Jr.

"Quality Homes & Workmanship"

KAUKAUNA Ph. 6-4936

8 New Homes

to be built in WESTWOOD. Available with \$750 - \$1500 down payment on F.H.A. (To tal price \$13,000 including lot) Phone 3-1911 or 3-3755 after 4 p.m.

TWIN CITY HOUSES—SALE 65B

All New

We have just listed 8 homes, none of which have ever been offered before. If you want a home, chances are we can find just what you're looking for. We arrange financing. Call today!

LAKE LAND

REALTY

Phone 2-4297 2-5825

Eves.: Gene Jessup 2-5132

Hal Faverly 2-1909

ACTION ASSURED! List "Yours" Here

(MEMBER BOARD OF REALTORS)

EIGHTH ST. \$10,900

2 bedroom home in excellent condition. Attached garage. Very attractive lot. Cement drive. Not far from church and schools. MENASHA.

PECKHAM ST. \$13,700

6 year old 3 bedroom home, 2 bedrooms and bath down, 2 bedrooms and powder room up. Large lot. Oil heat. No basement. 1 1/2 car garage. NEENAH.

ALSO SHOWN SUNDAY P.M.—

JENNERJOHN AGENCY

"Honest, Reliable Realty Service"

1307 N. Summit St. APPLETON OFFICE Ph. RE 3-1172

Nites and Sundays Call RE 3-4683 or PA 2-0255

Blank Realty

& Insurance Agency

151 Main St., Menasha

Walter Lehrer Gordon A. Blank

Salesman Phone 3-5020

Buy a Home Now!

On Island, Neenah. 2 bedroom, full basement and garage. Low down payment. Delight to live in. Three bedrooms, bath and powder room. 21' living room with fireplace, formal dining room, enclosed, a jalousied porch. Knotty pine rumpus room in basement. Priced for quick sale.

LOUIS H. HAASE AGENCY

REALTORS

104 N. Commercial, Neenah

Phone 2-7381 Eves. 2-0918

Gracious Living!

OLDER 2 BEDROOM HOME. Near St. Mary's \$17,000

4 BEDROOM OLDER HOME 2 blocks from St. Mary's. Full basement with new heating system \$12,500

NEAR HOOPER SCHOOL. Neenah. Two bedrooms (all basement). Full basement. Excellent condition \$13,200

2 FAMILY HOME with double garage on the Island in Neenah. New furnace, permanent siding and aluminum storm doors and screens. CALL E & R AGENCY 2-6468, 2-2335, 2-1987, 2-7355

Honeymoon Cottage

Pretty as a picture 2 bedroom home. Ideally located close to Hoover School. Immaculately clean, full basement, 1 1/2 car garage. Only \$1200 down. \$75 per month. Call quickly! This won't last.

LAKE LAND

REALTY

Eves.: Gene Jessup 2-5825

Norm Fredrick 2-5132

Hal Faverly 2-1909

IT'S HARVEST TIME all the time for the business man who wants ads in the Post-Crescent.

THE GIRLS



"I certainly had no idea tennis was this fatiguing."

REAL ESTATE—SALE

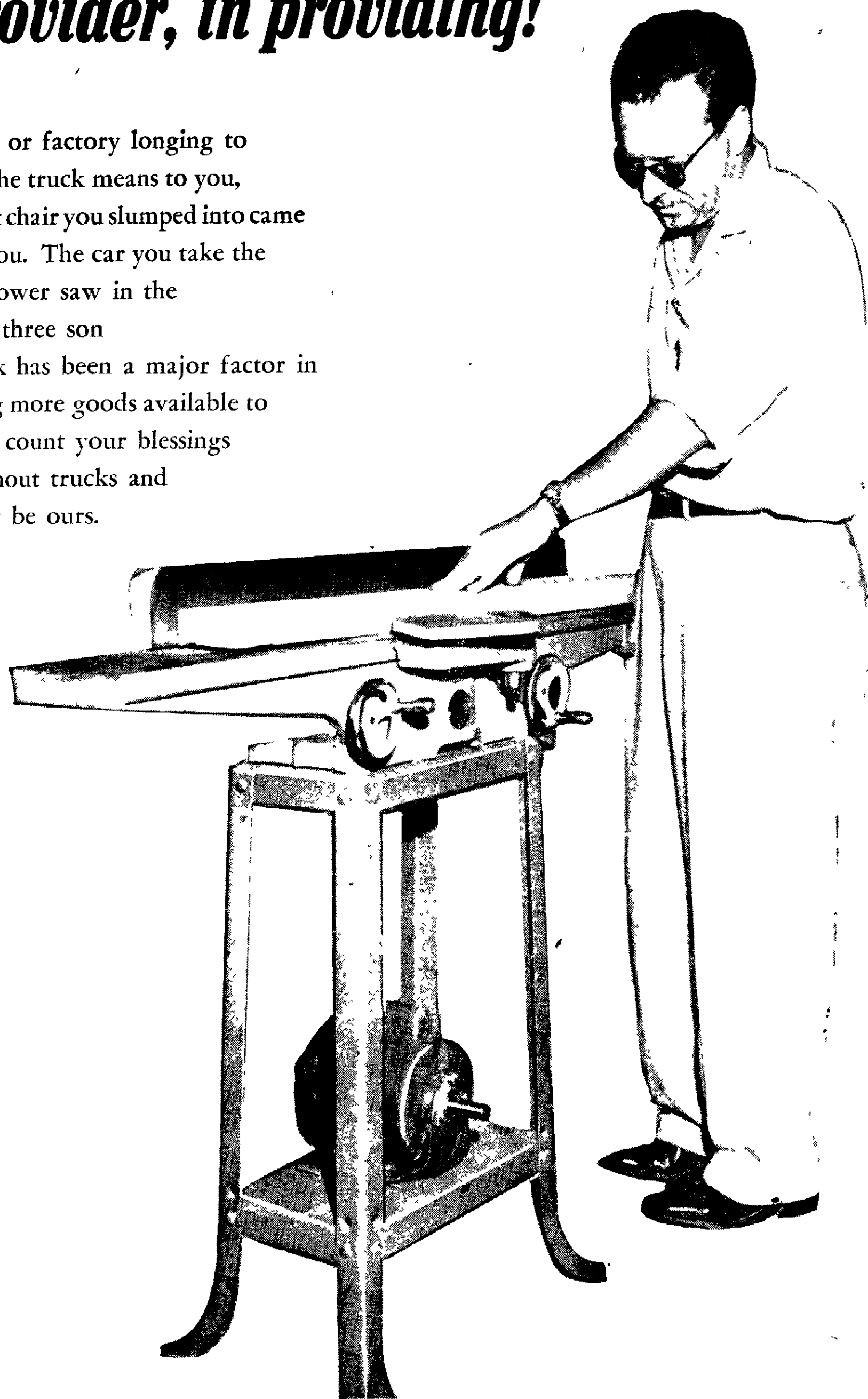
TWIN CITY HOUSES—SALE 65B

A Choice Selection 25

Homes To Choose From J. J. Tembelis</

A Truck was DESIGNED with a man in mind--- by helping to provide, the provider, in providing!

When you come home from a hard day at office or factory longing to relax into a nearby easy chair — think for a moment of what the truck means to you, your home and those you love! Even the soft chair you slumped into came by truck — as did the cool bottled drink your wife brings you. The car you take the family for an evening ride in, that brand new power saw in the work shop, even the crib in which number three son peacefully slumbers came "home" by truck. The truck has been a major factor in enabling all of us to raise our standard of living — making more goods available to more people at less cost. Yes, sit back and relax — count your blessings — and maybe for an instant remember — without trucks and trucking many of the material benefits wouldn't be ours.



TRUCKING

*make the
difference
in the*

**FOX
CITIES**

IF YOU GOT IT...A TRUCK BROUGHT IT

COMMON CARRIERS

Clipper Transit Company
Central Wisconsin Motor Transport Co.
Fore Way Express Co., Inc.
Kampo Transit, Inc.
Northern Transportation Co.
Olson Transportation Co., Inc.
Remick Transfer Co., Inc.
Steffke Freight Co.
Consolidated Freightways, Inc.
(Wheeler Div.)

CONTRACT CARRIERS

Buchert, Inc.
Appleton Transfer Co.
Checker Moving and Storage, Inc.
R. J. Verstegen Transfer Line
Harry H. Long
Muenster Moving
Twin City Moving and Storage
Graebel Moving and Storage, Inc.
Joyce Bros. Storage & Van Service
Ace Moving Service

PRIVATE CARRIERS

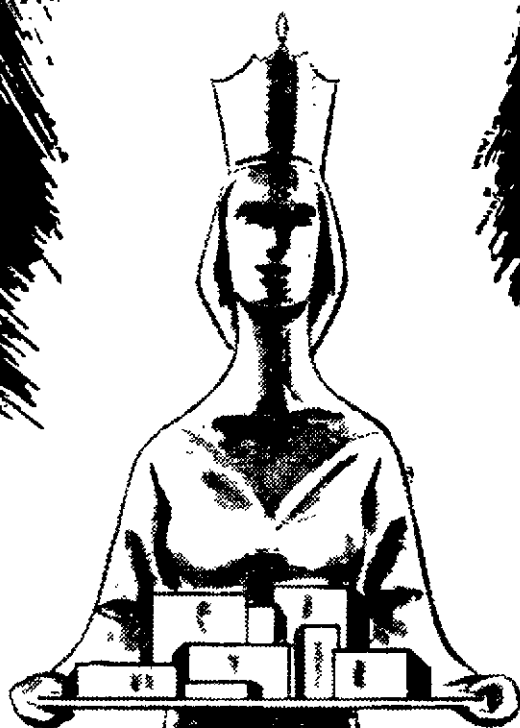
H. Schabo & Son
John Hennes Trucking Co.
S. C. Shannon Co.
United Grocers, Inc.
Western Condensing Co.
Courtney & Plummer, Inc.
Valley Ready Mixed Concrete Co.
Morning Glory Dairy Foods



PARTICIPATING ORGANIZATIONS

Wisconsin Motor Carriers Association
General Drivers and Dairy Employees Union No. 563
Sherry Motors, Inc.
Fox Valley Truck Sales
Baur Truck Sales & Equipment, Inc.
Trailmobile, Inc.
Ray's Tire Co.
Gibson Chevrolet Truck Co.
Carl C. Peotter Mack Sales

1958



FOURTH ANNUAL
AIDA AWARDS

PRESENTED BY MRS. FOX CITIES

APPLETON
NEENAH
MENASHA

KAUKAUNA
KIMBERLY
LITTLE CHUTE
COMBINED LOCKS

Featuring FAVORITE BRANDS . . . FIRST CHOICE in USERSHIP

\$50 Offered To Winners of AIDA Contest

Other Prizes Also Planned During Promotion Campaign

A \$50 U.S. savings bond will be the first place award in a Mrs. Fox Cities AIDA contest sponsored by the Post-Crescent, in conjunction with the fourth annual AIDA tabloid edition.

Second and third prizes of a \$25 savings bond and \$10 in cash also will be given.

To enter the contest, the reader must carefully check the AIDA awards tabloid of Tuesday, July 29, 1958, and must typewrite or print the following on a 8½ by 11-inch sheet of paper:

1. The name of each product receiving an AIDA statuette in 1958, as advertised in the tabloid edition.

2. The product must be one with an advertising message in the tabloid only. Multiple mentions of the same product should be counted as one.

Total Appearances
3. The total number of times the AIDA statuette or emblem appears in the tabloid, including all illustrations, advertisements and news content.

Entries will be judged on the basis of the correct total number of answers, accuracy, neatness and originality. In case of ties, the entry bearing the earliest postmark will be judged the winner and, in case of identical postmarks, prizes will be divided.

All entries must be accompanied by an entry blank and all must be mailed to AIDA, Post-Crescent, Appleton, Wis.

The contest closes at midnight, Sunday, Aug. 3.

Magazine Publisher Adds to His Collection

Mobile, Ala. — Wayne Parrish of Washington, D.C., publisher of various aviation magazines, recently collected the Mobile municipal airport.

It's a hobby with the publisher to touch down on as many airports as he can and thus add each one to his collection. He estimates he's collected between 550 and 600 airports in the United States and about 75 foreign countries so far. He doesn't have too many more to go in this country, either.

Fox Cities Shoppers Buy Same Brands of Shortening

Fox Cities shoppers haven't changed their buying habits for shortening since last year.


They're still using the same brands of shortening in very much the same proportions as in 1957, this year's buying habit study indicates.

As usual, nearly everyone uses shortening of one brand or another. About 95 per cent of area homemakers say they're shortening consumers.

The leader in the field—though not as dominant as in previous years—is Crisco. The choice of 44.7 per cent of the buyers, Crisco's backers are more than double those of the runner-up label. But the brand

1958 AIDA

USERSHIP AWARD



11th Year of Consumer Research

FIRST IN USERSHIP IN THE
FOX CITIES
11th Annual Consumer Buying Habit Study
APPLETON-MENASHA-MENASHA CITY ZONE

Presented by Mrs. Fox Cities

APPLETON POST-CRESCENT
APPLETON — MENASHA — MENASHA, WISCONSIN

This Certificate, Highlighted by the AIDA statuette, is presented to each brand leading in buyership in its category in the Fox Cities as shown by the Post-Crescent Consumer Buying Habit study.

National Picture

Soft Drinks in Cans Popular, Change in Marketing Indicates

Pleasure-loving Americans with a healthy thirst for carbonated beverages owe a debt of gratitude to the genius of an 18th century Briton.

For Joseph Priestley, the great English scientist, really started something when he discovered the secret of carbonated water more than 175 years ago.

In the United States alone, the Can Manufacturers institute reports, the average person consumes more than 188 soft drinks a year with increasing numbers finding extra convenience in the newest soft drink container — the modern steel can.

Priestley, who also discovered oxygen, hardly could have realized the importance of his invention when in 1772 he presented a paper to the Royal Society of London on the subject, "Directions for Impregnating Water with Fixed Air."

Shortly thereafter the American soft drink was born when a chemist added fruit juice flavoring to the carbonated water a Philadelphia doctor was using to treat his patients.

Popularity Grows
As the popularity of these drinks grew so also did the methods of marketing them. They've come a long way since 1772 — from a chemist's beaker — to bottles and soda foun-

tains and now to the familiar I-way container — the steel can, newest container for the scientific packaging of carbonated beverages.

Canned soft drinks, in the specially-constructed cans used today, have made a big hit with the public since their introduction only four years ago.

Americans drank 373 million cans of all kinds of soft drinks last year and, according to the institute, it is estimated that 500 million cans of sparkling beverages will be consumed by thirsty citizens this year.

Most soft drink fans agree that the reasons for the canned beverage's growing popularity are its convenient shape for storing in the pantry or refrigerator, the fact that it chills quickly, and its ease of disposal after use.

Variety of Flavors
The thirsty consumer here at home has a wide variety of brands and flavors from which to choose. Nineteen of the 25 leading soft drink brands are using cans and it is estimated the public can choose from about 100 different brands or flavors of canned soft drinks.

The most popular flavor in carbonated beverages today is cola, which accounts for about 58 per cent of the soft drinks consumed in the U. S. Lemon-and-lime follows with eight per cent, while orange, ginger ale, root beer, sparkling water and grape follow in that order.

So the next time you open a can of a frosty, bubbling beverage, drink a toast to the man who made it possible—Joseph Priestley.

Increasing consumer demand for canned soft drinks is providing a handsome profit margin for food retailers, particularly supermarket operators, the institute reports.

Basic Reason
The basic reason for this bright retailing picture, according to the institute, appears to be the fact that the modern consumer conveniences provided by cans fit in completely with the modern merchandising concepts and practices of today's supermarkets.

Supermarket merchandising, based on the principles of rapid self-service, a minimum of personnel, total emphasis on convenience purchasing and convenience packaging, finds

the the can especially suited to this type of retail selling.

A series of market checks have turned up these facts:

1—Deposits and returns are a problem and cans require no deposits . . . no returns.

2—Handling can be a major store headache, and the unbreakable cans require a minimum of handling care.

3 — With storage and shelf space at a premium, cans save space.

In short, the surveys found that the supermarket customer is looking for convenience, and cans are the top convenience package for soft drinks.

Grocery Outlet
Beverage producers, too, are becoming increasingly aware of the value of the supermarket as an outlet for their canned soft drinks.

A recent survey by a leading soft drink journal showed a spectacular growth in this awareness. In 1956, 35 per cent of beverage producers interviewed said that supermarkets were the best outlets for their products. Last year, however, 54 per cent of these same beverage producers held that supermarkets are their prime outlets.

As for the store operators themselves, a survey made late this winter among 300 retailers in five key city-markets revealed many interesting facts but one finding dominated the rest.

In not a single instance did a retail store manager report dissatisfaction with his winter sales of canned soft drinks.

Seem Happy
In fact, many of the retailers went out of their way to observe that "cans are here to stay," "cans sell winter and summer," "cans are moving faster this winter than last winter," etc.

All of these independent surveys among various elements of the carbonated soft drink business inevitably point to one major conclusion, the institute declares.

Industry leaders "in the know" realize that cans make it easier for consumers to purchase soft drinks and, consequently, they will buy more of these beverages. They know, too, the greater this demand the greater will be their return in sales and profits.

Buyership Up For Top Brand Of Macaroni

White Pearl Shows 50 Per Cent Increase In Number of Uses

A jump in buyership of nearly 50 per cent for White Pearl packaged macaroni and spaghetti is the biggest single factor in the greater usership of these products this year.

According to the Post-Crescent Consumer Buying Habit study, 92 per cent of Fox Cities families keep macaroni and spaghetti on their cupboard shelves this year, a jump from 84.3 per cent in 1957.

The White Pearl brand, bought by 22.1 per cent of the total buyers in 1957, now is used by 33 per cent, although the other top five brands have shown just slight fluctuations in the last year.

Second place Creamettes, with a 13.3 percentage in 1957, now is bought by 11.3 per cent. Ann Page, like the top two brands still in the same position it held last year, is third at 7.5 per cent, after 7.3 last year.

Delmonico, fourth at 5.8 per cent, is also in its 1957 position, when it was the choice of 7.2 per cent of users. The fifth place brand, Table Charm (Krambo), rose from its 1957 eighth place 2.1 percentage points to fifth place at 4.8 per cent.

Top brand White Pearl is sold by two of the four area chain grocery stores, Creamettes by three, and the other named brands by one each.

AIDA Basic Components Of Advertising

AIDA, the golden statuette presented to the brands which are the first choice of Fox Cities women, will appear for the third time this year.

AIDA's name, pronounced I-ee-da, is made up of the four basic components of all good advertising:

Every advertising message must first **Attract** attention by use of illustrations.

Every message must be of vital **Interest** to some specific reader and, at the same time, awaken and capture others.

Every message must create **Desire** for the product appealing to motives that stimulate.

Every message must get immediate or delayed **Action** by telling the reader what to do, how to benefit or when to act.

AIDA was the idea of Will Olson, Post-Crescent copy service director, and was designed by Fred Schmidt, Post-Crescent artist.

She is presented on a certificate to the brands ranking first in their categories in the Post-Crescent Consumer Buying Habit Study and to the advertising agencies for these brands.

Bug's Boy's Friend; Won't Give Him Up

Oklahoma — When 3-year-old Jay Sullivan went into the house after helping his father in the yard, he was scratching his chest.

He told his mother there was a bug under his shirt. The worried mother said: "Let me get it out."

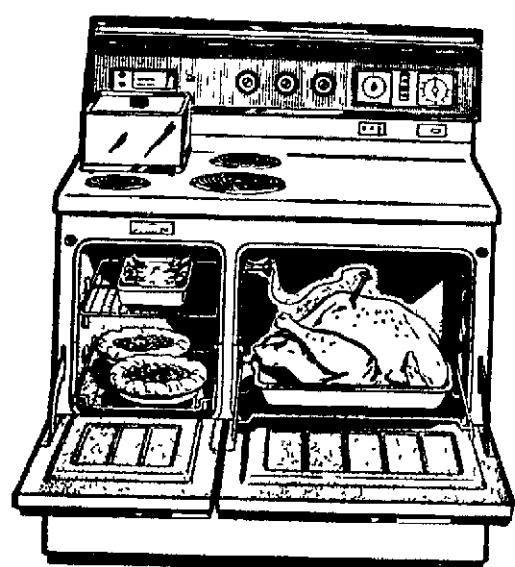
"No, he's a friend of mine," young Jay answered.

Hotpoint

Ranges and Dishwashers

are 1st Choice Again of Fox Cities Families!

AND FOR GOOD REASONS TOO . . .
HOTPOINT HAS A COMPLETE LINE OF
RANGES AND DISHWASHERS TO FIT
YOUR EVERY NEED. THAT'S WHY . . .



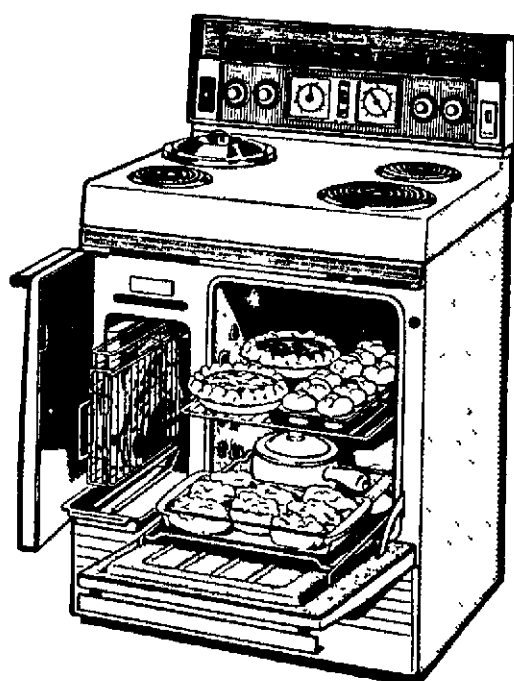
***22.6%** of Fox Cities Families Own
Hotpoint Electric Ranges and

***30.3%** of Fox Cities Families Own
Hotpoint Dishwashers.

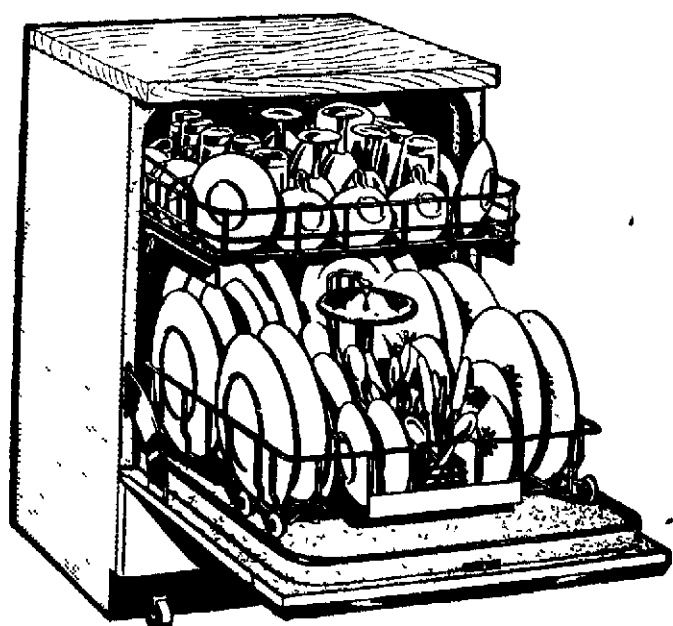
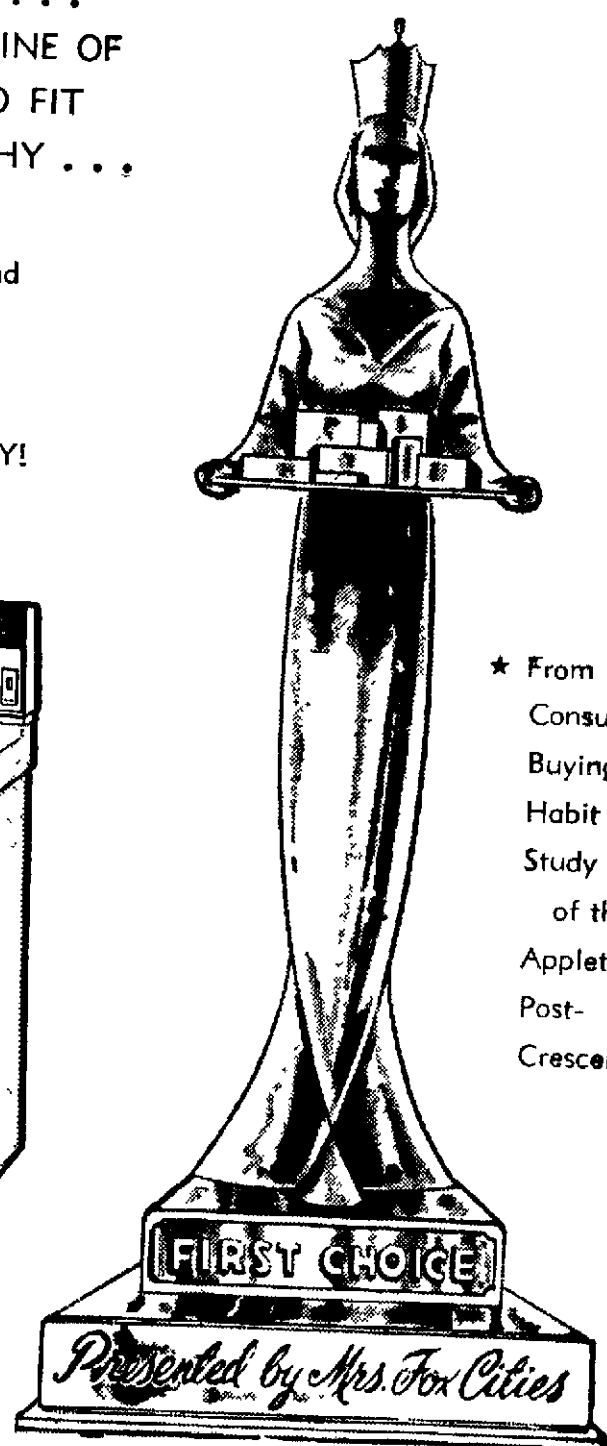
SEE THE DIFFERENCE TODAY!

Hotpoint Ranges Exclusive Features Include

- Wide - Wide Oven
- Touch Open Storage Drawer
- Musical Meat Thermometer
- Roto-Grill Rotisserie
- Vertical Broiler



★ From 1958
Consumer
Buying
Habit
Study
of the
Appleton
Post-
Crescent



Hotpoint Dishwashers

Exclusive Features Include:

- SPOTLESS RINSING and DRYING
- DOUBLE DECK WATER ACTION
- UTENSIL CYCLE
- TWO COMPLETE WASHINGS and RINSES
- AUTOMATIC DUAL FILTER

SEE THE OTHER
FINE HOTPOINT
APPLIANCES . . .

You'll Find Better
Values at Lower
Prices Now!

SEE THESE RELIABLE DEALERS TODAY!

**BECHER
ELECTRIC**
Menasha

**HARTJES
ELECTRIC**
Kaukauna

**WILLIAM
KRUEGER Co.**
Neenah

**LAMERS
HARDWARE**
Little Chute

**McKINLEY
SALES Inc.**
Appleton

1 Housewife in 8 Doesn't Buy White Bread

Elm Tree Remains Leading Brand in Fox Cities Area

Though white bread seems to be a staple item in all homes, particularly during the summer picnic and sandwich days, 12.5 per cent of Fox Cities residents do not buy it.

Of the 87.5 per cent who do, Elm Tree still is the brand eaten by the largest percentage of households in the area — 41.1 per cent, after 40.5 per cent last year. Elm Tree also has a lead in each of the three areas of the Post-Crescent Consumer Buying Habit study, Appleton, Neenah-Menasha and the combined area of Kaukauna, Kimberly, Little Chute and Combined Locks.

In the total figures, Wonder bread has risen from third to second place and from 9.2 to 11.1 per cent. Cobb's Sunbeam, which it displaced, dropped from 12.3 to 10.4 per cent.

Omar, fourth place last year and this year, shows a percentage rise from 6.8 to 9.2. Last year's seventh place bread brand, Quaker Dairy, is fifth, with a user percentage rise of 5.5 to 5.7.

Appleton Figures

A breakdown by areas shows Elm Tree the choice of 45.1 per cent of users in Appleton, up from 44 per cent last year. Quaker Dairy, fourth last year at 8.4 per cent, climbed to second with a 10.7 percentage.

Third place Cobb's Sunbeam, at 9.9 per cent this year, was second in 1957 at 10.9 per cent. Wonder and Omar bread, now fourth and fifth respectively, last year were fifth and sixth. They show percentage rises from 7.5 and 7.3 to 8 and 7.8.

Of the top five brands in Neenah-Menasha, only first and second place Elm Tree and Wonder bread remain in their 1957 positions, with user percentage changes from 39.7 to 39.1 and 14.3 to 18.

Omar, sixth last year at 6.3

Hormel Has Large Lead in Canned Chili

Chances are the canned chili con carne opened by Mrs. Fox Cities on a chilly winter evening is made by Hormel.

This brand taken most often from area supermarket shelves has established its first place position even more solidly in the last two years, according to the Post-Crescent Consumer Buying Habit study. Bought by 51.4 per cent of area users in 1956 and 50 per cent in 1955, it is now bought by 58 per cent.

Canned chili con carne is now bought by 11 per cent of area residents, the survey shows, compared to 11.8 per cent in 1956.

Broadcast, the No. 2 brand, is being bought this year by 12.3 per cent of users, compared to 23.7 per cent in 1955 and 14.8 per cent in 1956.

Armour and Van Camp have kept their respective third and fourth place positions. For Armour it was 5.7 per cent of buyers in 1955, 9.2 per cent in 1956 and 7.2 per cent this year. In the same years, Van Camp registered 2.1, 1.4 and 4.3 per cent.

Heinz, not on the market in 1956, now is in fifth place, bought by 3.6 per cent of canned chili con carne users.

Hormel and Broadcast brands are sold at all four of the area chain grocery stores, Armour at one. None of them handle Van Camp and Heinz.

per cent, is third with 8.3 per cent. Jane Parker has risen from a 3-way tie for seventh at 4.2 per cent to fourth and 5.7 per cent, and Kroger is up from eighth at 2.9 per cent to fifth and 4.9 per cent.

In the combined area Elm Tree has risen from 31.7 to 32.4 per cent to keep the lead, and Cobb's Sunbeam dipped from 24.9 to 23.2 per cent to keep its second place berth.

Omar is up from a 3-way tie for fourth place at 6.3 per cent last year to third place and 15.1 per cent. Van Thull, last year tied for fifth at 5.3 per cent, is fourth at 8.6 per cent.

Another rise was recorded by fifth-place Harvest Queen (Red Owl), last year sixth at 3.7 per cent, now up to 8.1 per cent.

Record \$24,965,000 Spent for Food in County During Year

New York — A record \$24,965,000 was spent last year for food in Outagamie county, topping \$24,288,000 from the year before.

This covers only purchases of food for home consumption—in supermarkets, grocery stores, bakeries and meat markets.

Added to this were expenditures in restaurants, at soda fountains and in other places selling food and beverages for on-the-spot use.

This year's purchases in the local food stores, if apportioned equally among the local population, would represent an outlay of \$935 per household, more than the state average of \$897 per household.

Market Study

The facts are brought out in the annual marketing study made by the Standard Rate and Data service to determine how and for what the consumer spends his retail dollar. The survey covers all sections of the country.

Among Outagamie county's retail stores, it shows, those selling food collected a larger part—21 cents—of the consum-

er's dollar than did any of the others.

Part of the year's large food outlay is attributed to increased costs and the other part to the trend toward a somewhat better diet.

Many housewives, also, chose to spend more in order to get "convenience" foods, such as shaped hamburger patties, shelled pease and cut-up chicken, as well as frozen and pre-cooked products.

More Money

As a whole, the public had more money available for spending during 1957 than they had the year before.

Most, but not all, of the other retail lines also did well in the year, according to the survey.

Stores selling new and used cars and other automotive equipment, except trucks, had sales totaling \$21,538,000, equal to 18 cents of the retail dollar.

General merchandise stores accounted for \$18,579,000, amounting to 16 cents.

Sales in apparel shops came to \$5,080,000, or 4 cents while drug stores chalked up \$2,849,000, equal to 2 cents of the dollar.



Drip and Grind Coffee is favored by most Fox Cities housewives but instant brands are finding their way into more homes each year. Fans of regular coffee number 85.7 per cent of area shoppers, the Post-Crescent consumer buying habit study reports. The quickie varieties are used by 58.8 per cent.

Instant Coffee Gaining Favor of Homemakers

But Over 85 Per Cent of Shoppers Still Buy Old-Fashioned Kind, Too

Mrs. Housewife still takes her coffee the old-fashioned way, but instant varieties are gaining more and more favor with her.

Perk and drip coffee claims the patronage of 85.7 per cent of Fox Cities families, the Post-Crescent's Consumer Buying Habit study shows. But the instant brew is rapidly becoming more common. It's used by 58.8 per cent of the consumers studied, a jump of 10 percentage points over last year.

Meanwhile, perk and drip fans are becoming fewer. The percentage of non-users of regular coffee has doubled in the past five years, the survey finds.

A few labels are capturing the coffee dollars of most shoppers. Out of thirteen brands of regular coffee and eleven of instant coffee named by the housewives, the great majority of users stick to three brand names in regular coffee and four in instant.

Traditional Leader

Topping the list of the traditional coffees is Hills Brothers, leader of the field since the first Post-Crescent survey in 1948. One out of three regular coffee drinkers buys the brand.

The same label took over second place in usership this year among the instant types. A newcomer to the concentrated coffee field, Hills Brothers, first appeared last year, purchased by 1.2 per cent of the users. It advanced to 14.9 per cent this year.

Fox Cities housewives bought more Butternut regular coffee this year than formerly, increasing Butternut's share of coffee users from 17.6 per cent last year to the current 23.4 per cent. The brand has been rising each year from about 13 per cent in 1954.

A and P's Eight o'clock brand

Large-Scale Baptism

Taichung, Formosa—One of Formosa's biggest mass baptismal ceremonies was held here recently by Roman Catholic missionaries, led by the Rev. Henry L. Faucher, of Pawtucket, R. I. More than 650 were baptized in the rites.

Canned Meats Being Used by More People

Spam Strengthens Lead as First-Place Brand in Survey

More Fox Cities housewives are making canned luncheon meats a part of their supper and luncheon menus this year than in the last four survey years, and more of them are using Spam made by Hormel.

The Post-Crescent Consumer Buying Habit study shows that 36.3 per cent of the area population now uses canned luncheon meat, compared with 32.7 per cent in 1955 and 30.8 in 1956.

In the same years, Spam has strengthened its buyership percentage from 59.5 in 1955, 60.4 in 1956 and 68.2 this year.

Same Places

The second, third and fourth place brands have kept their same positions in the last few surveys although their buying percentages are down.

Treet, by Armour, is second with 12.1 per cent, after 19.1 in 1955 and 14.4 in 1956. The third place brand, Prem, by Swift, now has an 8.1 percentage, compared with 10.7 in 1955 and 9.8 in 1956. Redi-Meat by Broadcast, third with 5 per cent of the buyers, had user percentages of 7.4 in 1955 and 7.9 in 1956.

Super Right, a brand not on the market in 1956, is fifth in the survey, used by 1.8 per cent of buyers.

The top two brands are sold by all four of the area chain grocery stores, the third and fourth place brands by three and the fifth place brand by one.

Fashion Commentator Has New Daughter

Los Angeles — Jeanne Cagney, actress and fashion commentator on the television show "Queen for a Day," has a brand new daughter.

A 7-pound, 8-ounce girl was born Sunday at Good Samaritan hospital.

The actress, sister of James Cagney, is married to Jack Morrison, a theater arts instructor at UCLA. They have another daughter, Mary Ann, 2.

More Shoppers Buying Prepared Cake Mixes

Betty Crocker Leads Pillsbury to Take Over Top Position for First Time

The days when Mrs. Housewife always bought her ingredients separately and mixed a cake from scratch are vanishing in the Fox Cities.

Mix-it-yourself cooks are losing ground to fans of the speedy prepared cake mixes, reports the 11th annual Post-Crescent consumer buying habit study. In the last four years users of prepared mixes have increased from 73 per cent of area shoppers to 82.8 per cent. And for the first time this year those who pass by the packaged cake ingredients number less than one-fifth of Fox Cities homemakers.

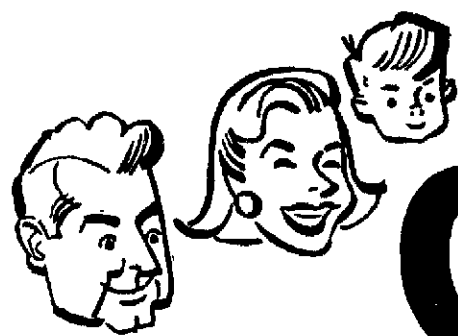
A newcomer to the top berth—Betty Crocker—won most-used honors this year from longtime first-place brand Pillsbury. The new leader was named by 44.4

per cent of cake mix fans and Pillsbury by 40.2 per cent.

Betty Crocker's capture of the most-used title climaxes four years of battling with Pillsbury for Fox Cities dollars. The two began tying for the honor in 1955, when Betty Crocker jumped from a background position to claim the patronage of one in three prepared mix users. Pillsbury's backing then stood at just above 50 per cent. Since then the margin separating the competitors has shrunk steadily.

Next in line is Duncan Hines, the brand bought by 29 per cent of the package bakers. Duncan Hines has shown a rise from its 22.3 percentage of last year, but it's below the 35.7 per cent recorded in 1954.

Guess Who's FIRST Mom?



Seven-Up!



*"Nothing Does It
Like Seven-Up"*



HERE ARE THE FACTS . . .

48.8% of the Fox Cities Families Prefer Seven-Up

Brand	1958	1957	1956	1955	1954
SEVEN-UP	48.8%	44.9	42.3	33.6	26.2
B	30.7%	27.4	35.8	29.0	28.0
C	20.5%	19.7	17.8	13.7	8.0
D	12.6%	4.2	4.4	4.8	4.8



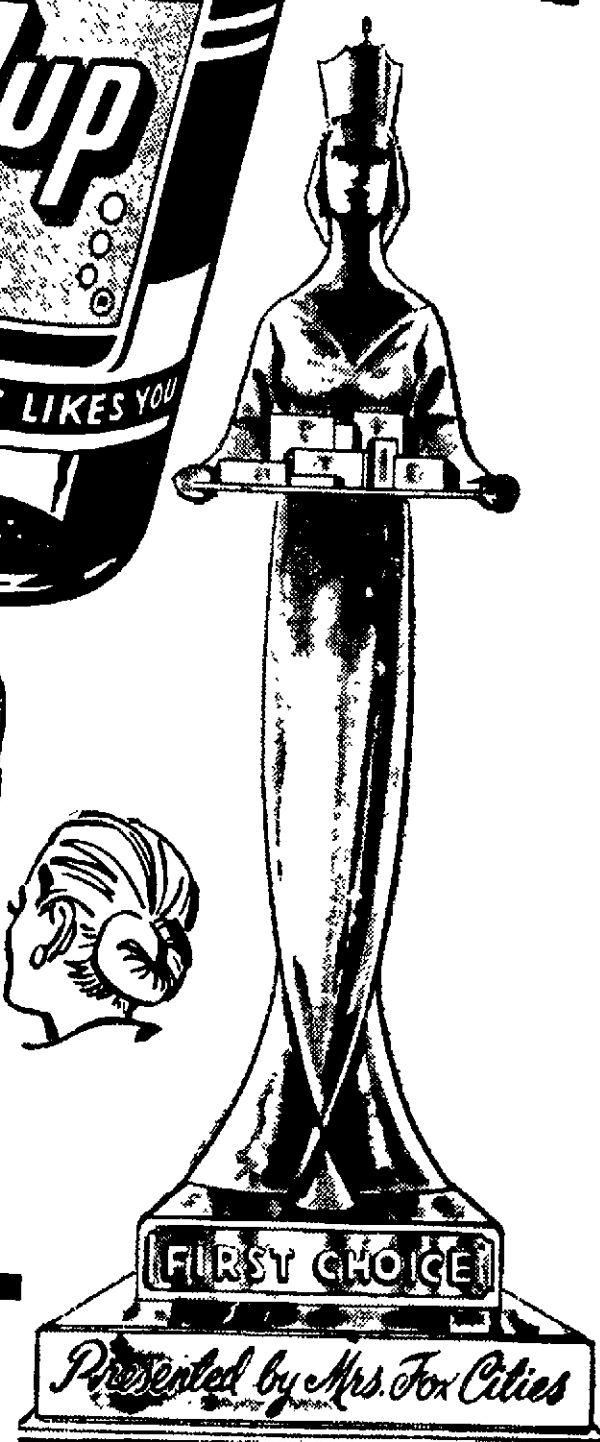
**Most Everyone Likes Seven-Up . . .
Young and Old**

Good at home, at work and play, during sickness too . . . and don't forget Seven-Up plays an important part at your adult parties and in the kitchen. Write for free Seven-Up recipe book.



SEVEN-UP BOTTLING CO.

OSHKOSH, WISCONSIN



CONSUMER BUYING HABIT STUDY



Mr. and Mrs. Fox Cities and their youngster are pictured going shopping on the grey, white and red cover of the 11th annual Post-Crescent Consumer Buying Habit Study. A new index guide is featured along the right edge of the booklet. The study contains data about shopping habits, reading habits, product usage and brand buying in the Fox Cities. (Post-Crescent Photo)

Add Index Guide To 11th Annual Consumer Study

A handy new index and a grey, red and white cover identify this year's Post-Crescent consumer buying habit study.

The index, added in the '58 survey for the first time, makes it possible to turn to any given section of the study quickly.

The survey is published in booklet form and contains market data compiled from interviews of Fox Cities consumers.

Covered in this year's 11th annual consumer study are shopping habits, newspaper data, grocery products, drugs and toiletries, beverages and tobacco, TV and appliances and automotive choices. Copies are made available to manufacturers, advertising agencies and others with a need for Fox Cities market facts.

The study is printed by an Appleton firm on paper made by two area companies.

Second Hand Store Application Made

An application to operate a second hand store at 429 W. College avenue has been submitted to the city council by Guy Quimby, agent for Valley Ad Mart. The application will go to the city council Aug. 6.

Nearly All Fox Cities Homemakers Use Flour

Pillsbury, Gold Medal Command Four-Fifths Of Fox Cities Market

It would be hard to find an area kitchen with no flour in it. Barely one Fox Cities housewife in 100 says she's not a flour user, with a majority of

98.7 per cent claiming it's on their shopping lists.

But in spite of the large number of homemakers buying flour, two brands dominate fourth-fifths of the market. Pillsbury and Gold Medal continued their long history of heading the flour list this year with nearly equal followings of about 40 per cent each.

Pillsbury records patronage accounting for 40.4 per cent of flour consumers in the current survey. Pillsbury still occupies the first-place spot, but this year's is the smallest portion of the market reported for the firm in recent years.

Close behind is Gold Medal, now at 38.9 per cent. Pillsbury-Gold Medal competition shows the margin between the two at a narrow 1.5 percentage points. The dueling labels haven't been that close together since 1955, when Pillsbury claimed 43.4 per cent of the market and Gold Medal 42 per cent. Pillsbury jumped to a long lead of about 17 per cent points the next year, but Gold Medal has gained steadily since.

Mrs. Fox Cities listed seven other brands used in her baking projects, but none claimed fans numbering over 16 per cent of flour buyers.

Boy Needs Help to Carry Money in Bank

Akron, Ohio — Eyes bulged at the Evans Savings association here when a depositor notified a guard that he needed help to carry his money inside.

It turned out to be Brian Ulrich, II. With the help of his father, S. J. Ulrich, and the guard, he hauled in a huge display-type beer bottle stuffed with coins and a few bills. It weighed 175 pounds.

It took two tellers three hours and 14 minutes to count the money — \$909.51. Ulrich said he has been saving his pocket change for five years as a down payment on a college education for Brian.

"I'm going to start all over," the father added as they left. "See you in another five years."

Interviewers Talked To 1,255 Housewives

Northwestern Students Checked Buying of 72 Types of Products

The Post-Crescent's 11th annual Consumer Buying Habit Study basically is the result of talking to 1,255 housewives in the Fox Cities.

It is estimated that these women represent slightly more than 4 per cent of the 30,902 families and 128,552 people in the city zone. Interviews were made with approximately four housewives per 100 homes. Homes were chosen at random in particular sectors which were set up, according to population density.

The survey is not intended as a preference study, since housewives were asked what brands they bought, not which they preferred. However, experience has shown that there is a relation between ranking in the survey and the share of the Fox Cities' market. In the survey questionnaire, no attempt was made to find out amount bought or how often, so the survey cannot be used as an indication of sales volume for a particular article or brand.

Interviewers, as in previous years, were senior and graduate students of the business management sequence, Medill School of Journalism at Northwestern university. They worked under direction of Dr. Charles L. Allen, professor of journalism and director of research. The interviews were made April 10 and 11, this year.

Areas Covered
Interviews were with only women over 17 and they were not allowed to see the interview questionnaire. The women interviewed could answer questions three ways — give the name of the brand or brands bought, "don't know," or "don't use."

Classifications covered by the study.
The various classifications are grouped under automotive, beer and wine, cigarets and cigars, cosmetics, drugs, food, gasoline and oil, grocery, home appliances, liquor, soft drinks and toiletries. In addition, there are other categories covering shopping habits, home ownership, heating fuels, occupations and newspaper readership.

Number of interviews taken in particular areas include 639 in Appleton and towns of Grand Chute, Harrison, Menasha and Buchanan; 387 in Neenah-Menasha and town of Neenah, and 229 in Kaukauna, Kimberly, Little Chute, Combined Locks and town of Vandenbrook.

At least one interview out of every five was back-checked to insure accuracy of the study.

The reliability of the survey can be established in several ways. For instance, survey figures on the number of homes heated with gas can be compared to actual installations made. Actual circulation figures of the Post-Crescent no more than 2 per cent with survey results year after year.

All the questionnaires were checked by the Post-Crescent and were tabulated by a Chicago firm, Toland and company. The questionnaires remain on file at the firm for a year for possible back-checking.

Uses Competition

Denver — C. A. Myhre, president of Frontier Airlines, received a plaque for flying more than 400,000 miles — on United Air Lines planes. Myhre rolled up the mileage in frequent trips to Washington and elsewhere to boost his own line's expansion plans.



wise mommy knows
little clothes need
beauty care, too!

with



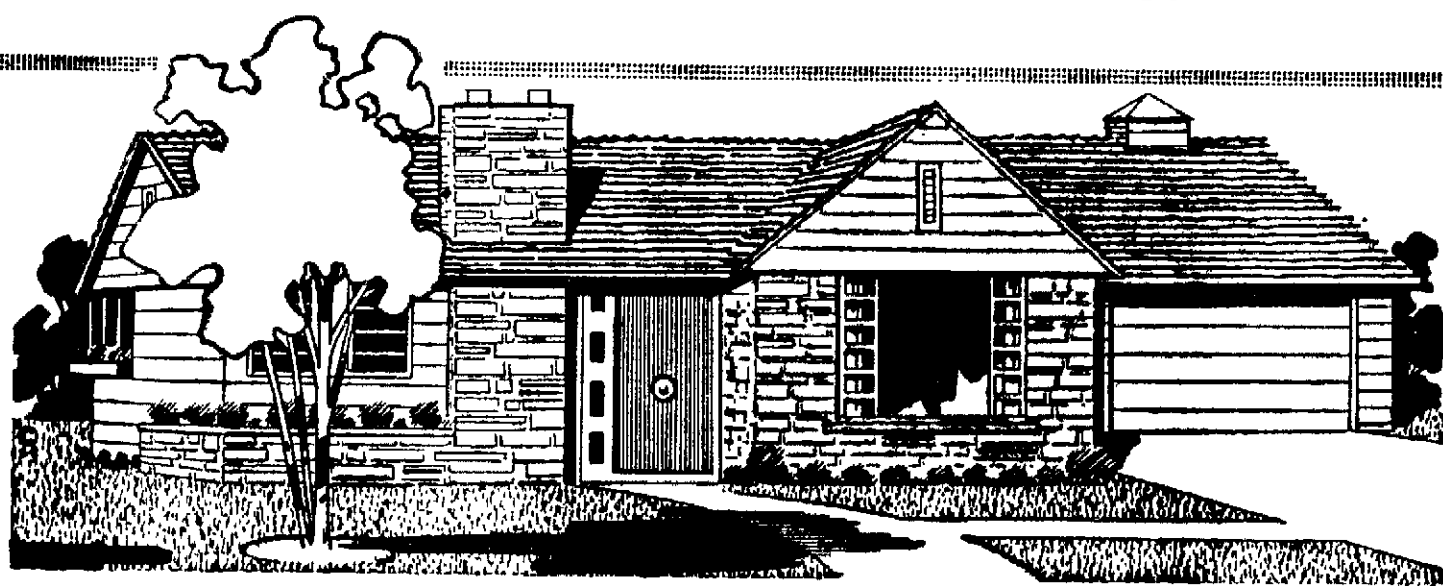
FOR FINE FABRICS

Safe and gentle... best for nylon, orlon, rayon, wool, fine cottons and colors! Just what you need for keeping baby's or toddler's clothes fresh, bright, white! Contains everything for sudsing in one package. Get **Kroma-X** today! A **Hi-Lex** premium product.



84.9%

OF FOX CITIES RESIDENTS
OWN THEIR
HOMES!



We're Proud To Own Our Home In The Fertile Land Of The Fox!

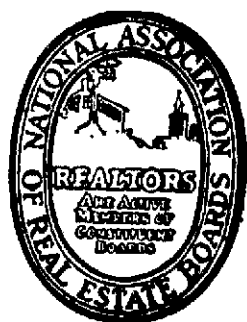
It's good business to own your home where **Secure, High Paying Work Opportunities** are Plentiful.

Property Values have been steadily increasing which makes for a **Secure Investment** and an **Appreciated Equity**.

Our **Fine Educational Facilities** provide our children with the opportunities for education which we as parents are eager to give them.

Our **Lovely Parks, Athletic and Recreational Facilities** afford the opportunities for **recreation supervised play** and **athletics . . . so important for the good health and welfare of the entire family.**

To Really Start "LIVING" you too should own your own home in this "GREEN VALLEY OF THE FOX" and enjoy the many advantages home ownership in The Fox Cities provides.



Appleton Board of Realtors

FOR A SQUARE DEAL
deal with a
REALTOR

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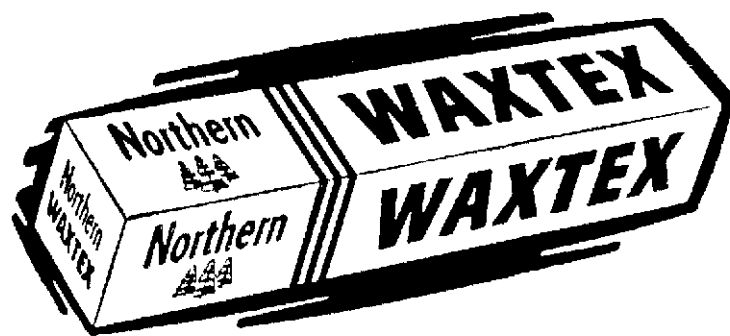
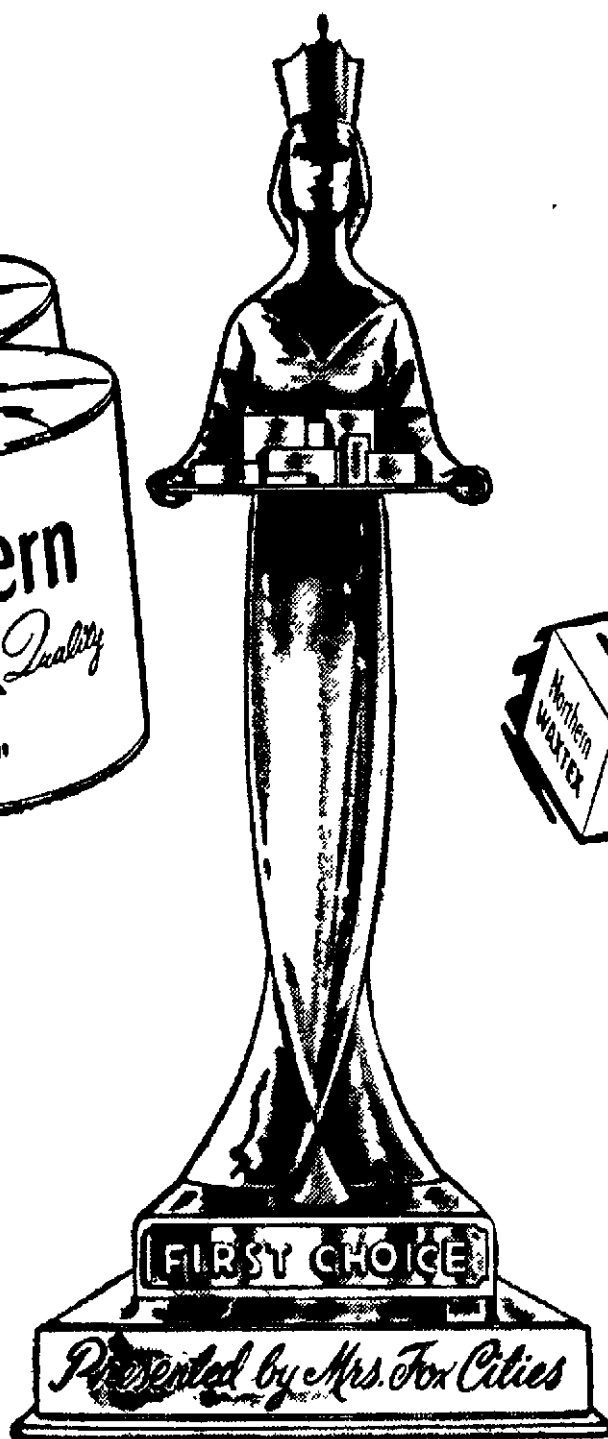
for the 11th year...

FIRST!



**NORTHERN
TISSUE**

**Softness is
Northern**



**NORTHERN
WAXTEX**

**The Waxed Paper
that's
Inner Waxed**

Thank you, Mrs. Fox Cities

.....

NORTHERN PAPER MILLS

A Marathon Division of American Can Company

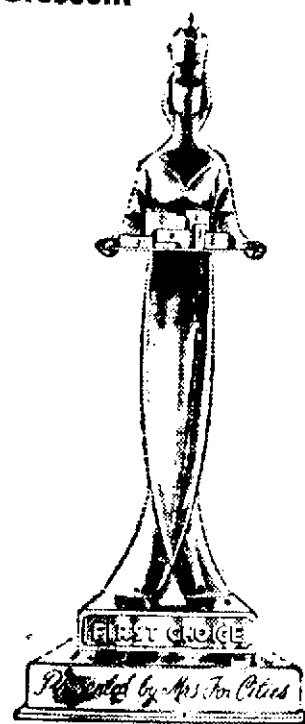
FIRST . . . in Usership for 9 Consecutive Years!

THANK YOU . . . Mrs. Fox Cities! For nine consecutive years now . . . you have been allowing us the distinct pleasure of claiming the FIRST CHOICE in usership in the Fox Cities. Now, for three times, in a period of 26 months, we have received the AIDA AWARD. Since this survey is made independently by Medill School of Journalism, Northwestern University and published by the Appleton Post-Crescent, Elm Tree Bakeries accept your decision with pride. Today this honor is a tribute to you and a lot of good neighbors like you, who have preferred Elm Tree Bread.

ELM TREE WINS 3rd AIDA* AWARD

Presented by The Appleton Post-Crescent

*Taken from the 11th Annual
Consumer Buying Habit
Study of the Appleton, Neenah-
Menasha City Zone of 1958.



1958

Consumer Preference APPLETON — NEENAH — MENASHA

	1958	1957	1956
Elm Tree	41.1	40.5	39.7
Brand B	11.1	12.3	17.7
Brand C	10.4	9.2	8.5
Brand D	9.2	6.8	8.9
Brand E	5.7	6.1	2.6

ELM TREE

Quality Bakers Since 1880

Fox Cities Average Family Gets Bigger

4.16 Persons to Unit; Half With More Than 2 Children Under 17

There are 4.16 persons in the average Fox Cities family, an all-time high, the Post-Crescent's 11th annual consumer buying habit study shows.

In better than half the families—55.4 per cent, in fact—there are two or more children under 17 years old.

Most families, 75.9 per cent, have only one wage earner and most often, 22.1 per cent of the time, he will be a so-called operative, or semi-skilled worker.

Average gross income is between \$4,000 and \$6,999 a year.

The average family size last year was 3.87 persons; in 1956, it was 4.01 persons; in 1955, 3.88 persons, and in 1954, 3.94 persons.

Wage Earners

Most families, 28.7 per cent of them, have no children under 17. This is a appreciable decrease since the 1957 survey which found 35 per cent of the families without younger children. Exactly 15.9 per cent of the families have one child under 17; 19.9 per cent have two; 16.8 per cent, three; 9.9 per cent, four; 5.3 per cent, five; 2 per cent, six; 1 per cent, seven; 2 per cent, six; 1 per cent, seven; 2 per cent, eight; .2

per cent, nine, and .1 per cent, 12.

Families with only one wage earner are on the increase—from 74 per cent last year to 75.9 per cent this year. In 1956, there were 77.8 per cent 1-wage earner families; in 1955, 73.8 per cent, and in 1954, 80.2 per cent.

The per cent of families with two wage earners was 12.7, compared to 13.1 per cent last year, 12.7 per cent in 1956, 15.3 per cent in 1955 and 9.9 per cent in 1954.

The percentage of families with three wage earners is 2.2, compared to 2.1 in 1957, 2.4 in 1956, 3.2 in 1955 and 1.9 in 1954. The percentage of families with four wage earners is .3, the same as 1957, compared to .2 in 1956, .9 in 1955 and .9 in 1954. The percentage of families with five wage earners is .1, same as last year.

Fewer on Retirement

The percentage of families living on retirement income shrunk somewhat, from 9.5 in 1957 to 8.3 this year. It was a higher percentage than in 1956 when 5.4 per cent of the families got retirement income. In 1955, the percentage was 5.7, and in 1954, it was 5.1.

Unemployment is at a new low, with 5 per cent of the families reporting no wage earners. This compares to .8 per cent a year ago, .6 per cent in 1956, .7 per cent in 1955 and 2 per cent in 1954.

The survey shows the occupations of wage earners as follows: 22.1 per cent operatives, on semi-skilled workers; 18.5 per cent craftsmen or foremen; 13.2 per cent managers, officials and proprietors; 12.7 per cent professional or technical workers; 8.6 per cent sales workers; 8.3 per cent retired; 6.6 per cent laborers; 5.7 per cent clerks and similar workers, and 3.8 per cent service workers.

The average family income, in 54.6 per cent of the cases, was between \$4,000 and \$6,999 a year. The percentage making in excess of \$10,000 a year was 10.1. Exactly 18.6 per cent were disclosed making between \$7,000 and \$9,999; 9.3 per cent make between \$2,500 and \$3,999, and 7.4 per cent make under \$2,500. Statistics for other years are unavailable.

Most Shoppers Buy Toothpaste

Colgate Is Most-Used Brand; Gleem Label Runner-Up in Usership

When Mrs. Fox Cities heads for the stores to do her shopping, there's a good chance toothpaste will be on her list.

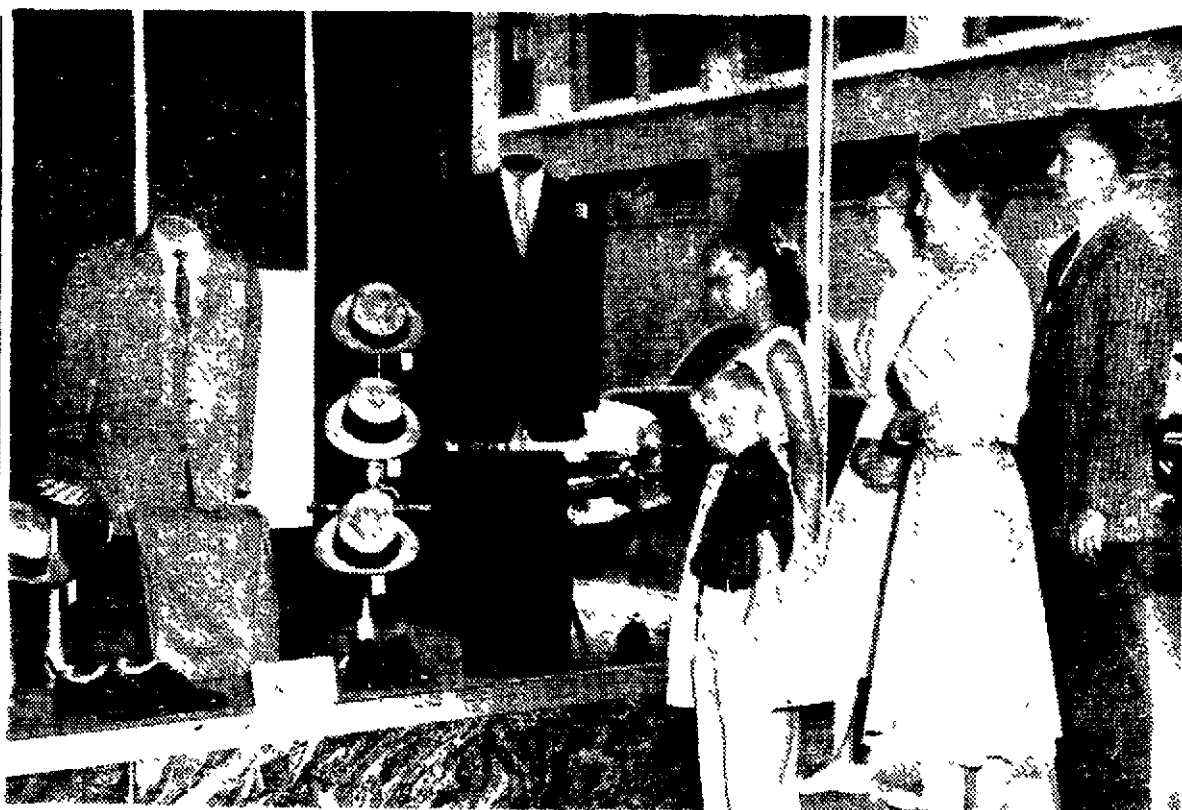
Over 19 of 20 Fox Cities families use some brand of toothpaste, the 1958 Post-Crescent Consumer Buying Habit study shows. This year — much like the past five years — 97.5 per cent of area shoppers number toothpaste among their purchases.

Users haven't changed their minds about the most-used brand, either. Colgate, the brand which has topped the toothpaste list for the Fox Cities in every Post-Crescent study, leads again this year, used by 35.9 per cent of the buyers.

Gleem claimed the runner-up spot for the fourth year. About one housewife in every four, 23.6 per cent, listed Gleem as the toothpaste she used. Usership decreased this year from the 1957 figure of 29.5 per cent, but has risen 10 percentage points over the 13.7 per cent of 1954. Gleem's first year on the market.

A rookie in the toothpaste market — Stripe — captured the patronage of 7 per cent of toothpaste users, the survey shows. This year was the first that Stripe appeared on the shelves of Fox Cities stores.

Fox Cities shoppers continued to name Ipana and Pepsodent as the third and fourth most-used brands, respectively. Ipana was the choice of 18.7 per cent of the buyers, continuing a steady rise from 5 per cent in 1955. Pepsodent, after a decrease from 21.6 per cent in 1954 to 15.5 per cent in 1957, rose to 18.5 per cent this year.



Representing the Typical Appleton family, the H. B. Kelloggs, 1311 Lehmann lane, window-shop in an Appleton department store window. Their children, from the left are Harry, Ede and Lynn. The Kelloggs have another son, John. Kellogg is a chemical engineer in research at Kimberly-Clark corporation. (Post-Crescent Photo)

One Family In Four Owns Food Freezer

The percentage of owners of food freezers and dishwashers in the Fox Cities has changed little in the last five years, the eleventh annual Post-Crescent Consumer Buying Habit study shows.

About one family in four (24.3 per cent) owns a freezer. Only about 1 in 20 (6.1 per cent) owns a dishwasher.

Coldspot (Sears), General Electric and Manitowoc continue to lead in the freezer field. Of owners, 18.4 per cent own Cold Spot, 12.8 per cent have General Electric and 12.5 own Manitowoc makes. Seventeen other brands are found in 1 per cent or more of the homes with freezers. Of the owners contacted, 7.5 per cent didn't know the make of their freezer.

The only significant trend in freezers is that a slightly larger percentage of owners have one of the top three brands.

Hotpoint, Hobart and General Electric are found most often in homes with dishwashers, holding 30.3, 26.3 and 18.4 per cent of usership, respectively. Five other makes are found in from 2.6 per cent to 7.9 per cent of homes with the equipment.

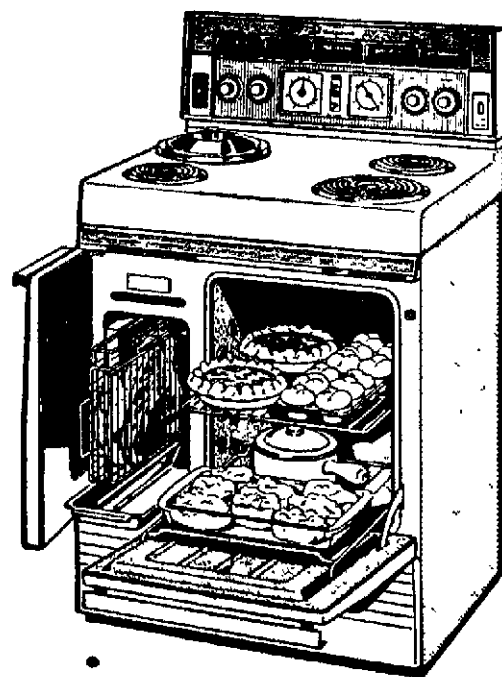
Five years ago, General Electric accounted for 47.5 per cent

of ownership and the other two displaced General Electric in top makes were in 17.5 per cent second place in 1958. Hotpoint of users' homes each. Hobart has led since 1955.

Hotpoint ELECTRIC RANGES

First Choice Again

Among Fox Cities Homemakers



Super Deluxe Super-30 Automatic Electric Range

- Color-Lighted Pushbuttons
- Mealtimer
- Oven Timing Clock
- Extra Fast Calrod
- Twin-Glo Vertical Broiler
- Silver Grey Super Oven
- Touch Open Storage Drawer
- Two Appliance Outlets

Priced From **\$169**

HARTJES ELECTRIC

130 E. Second St. KAUKAUNA RO 6-1121

Use of Sugar in Fox Cities Families Almost Universal

It's a rare Fox Cities homemaker who doesn't use sugar.

A total of 99.2 per cent of area families say they buy sugar, the Post-Crescent Consumer Buying Habit study shows.

But fully 20 per cent don't know what brand they use. Apparently brand names aren't as important to housewives when they're looking for sugar, the survey results suggest.

Other Brands

Awareness of labels is growing, however. The percentage of shoppers who can't name the brand of sugar they use has decreased from 40.2 percent in 1954.

A majority of sugar users stock their shelves with C and H sugar. About three homemakers in five—59 per cent—list C and H as the label they buy. The most-used brand, leading the field since 1955, ac-

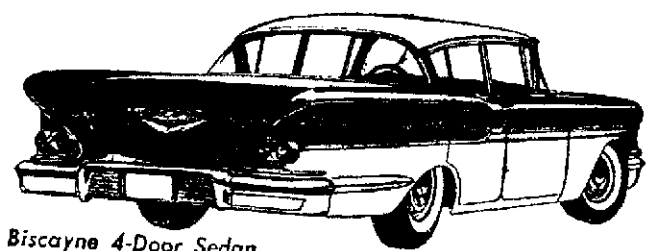
counted for 52.9 per cent of the market last year.

Domino the second most used brand, was used by 13.8 per cent. It accounted for a similar portion of sugar sales in 1957, when the figure was 13.6 per cent.

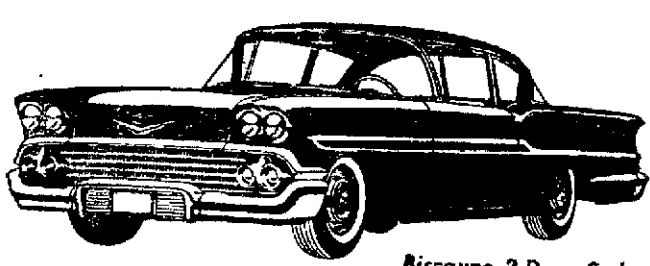
About 6 per cent of shoppers listed the Colonial label as the one they use. Housewives buying Colonial, numbering 7.5 per cent in 1957, have remained a fairly stable percentage of sugar users for the last five years.

Area families can't find any of the five brands of sugar listed in the survey at all chain grocery stores. Two of the four chains in the area offer C and H. Three stock Domino and two keep Colonial on their shelves. Great Western and Crystal Pure, the other two brands named, each can be found in one of the chain stores.

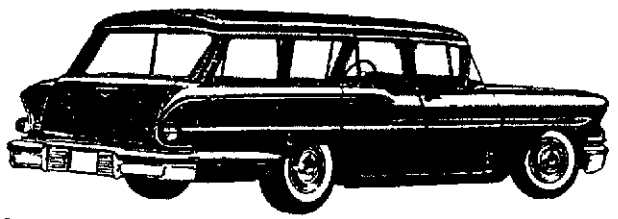
Here Are 59 Reasons Why Chevrolet Is First In Ownership In the Fox Cities



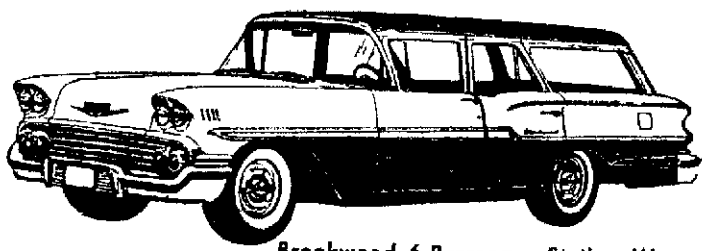
Biscayne 4-Door Sedan



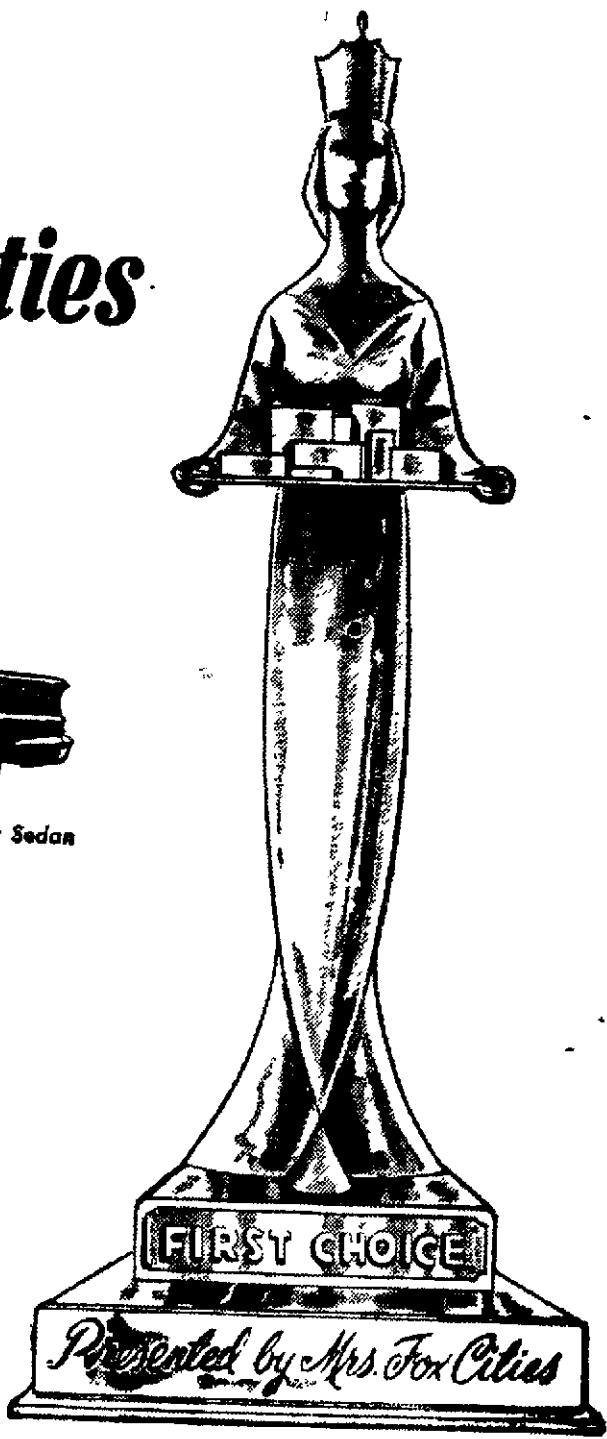
Biscayne 2-Door Sedan



Brookwood 9-Passenger Station Wagon



Brookwood 6-Passenger Station Wagon



58 reasons would have rounded things out nicer, we admit. But the extra reason is the most important of all—*you!* We invite you to look over all of these fast-selling features. But if you're like most people we know, you'll just plain *like* this new Chevy—and that'll be reason enough to want one!

18

super smooth power teams!

No other car offers such a wide choice! There are six sweet-running engines—ranging from the thrifty Blue-Flame 6 right up to the radically new 280-h.p. Super Turbo-Thrust V8.* There's also a selection of four smooth-working transmissions. Pick the combo you prefer. You'll find every power team is available on every model!

14

Chevies priced lowest of the low-priced three

Just name the model you've got in mind. You'll find eight long, lively Chevrolet V8's and six even lower priced 6's that cost less than any comparable models in the low-priced three (based on list prices).

Take your pick—
all-new Full Coil
suspension...
or a real air ride.*

2

**BRAND-NEW
SUSPENSION
SYSTEMS**

3

-tone color-keyed fabrics

BRIGHT NEW

15

COLORS

No other low-priced car has Chevy's gull-wing glamor, crank-operated ventshades, polished lacquer finish or Safety Plate Glass all around!

BIG FISHER BODY FINE POINTS

2

AUTOMATIC DRIVES

Take a choice of smoother-than-ever Powerglide* or Turboglide*, the only triple-turbine transmission in Chevrolet's field!

*Optional at extra cost

America's best buy—



America's best seller!

Look these features over one by one at your Chevrolet dealer's—then add them up. You too will then decide you got the best buy on the best seller!

See your local authorized Chevrolet dealer

Only franchised Chevrolet dealers



display this famous trademark

Leads The Field... **OIL HEAT** USED IN **59.6%** of all Fox Cities Homes

Preferred Because

FUEL OIL

... IS CLEAN

It will reduce your house work considerably and give you more time for your family.

... IS ECONOMICAL

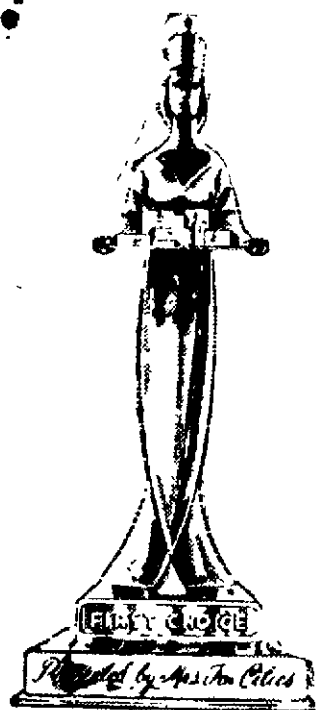
Oil heating is family controlled, not metered. Bought on the budget plan you can save substantially on your annual fuel bill.

... IS EASY TO INSTALL

Conversion of present heating method is simple . . . summer, spring or winter, the money you save pays for fuel oil installation in a few years.

Thanks to You . . .

Mrs. Fox Cities, by your majority choice we have the distinction of AGAIN receiving the "FIRST CHOICE AIDA AWARD." To you, who are considering the purchase or installation of a new heating system, call one of the dealers listed here and let him tell you why thousands of home owners in the Fox Cities prefer FUEL OIL HEAT.



Let One of These Oil Dealers Serve You

Appleton Cooperative Association

Distributors of Midland Products
Tel. RE 3-6695

Fox Oil & Gas Co.

Shell Fuel Oil
Tel. RE 3-9834

North Star Oil

Heating Oils
Cor. Hwys. 41 & 47 RE 3-8678

Appleton Oil Co.

Tel. RE 3-4737

Jenkel Oil Co.

Distributors of Skelly Fuel Oil
Tel. RE 3-7919

Outagamie Equity

Co-op Exchange
Tel. RE 3-4469

Badger Oil Corp.

Tel. PA 2-3863

Laux Sons' Fuel Oil Co.

Tel. RE 4-2637

Sinclair Refining Co.

Tel. RE 4-2659 or RE 3-6024

Cities Service Oil Co.

Tel. RE 4-1436

Lutz Ice Co.

Socony Mobilheat
Tel. RE 3-4431

Standard Oil Co.

Tel. RE 3-6999

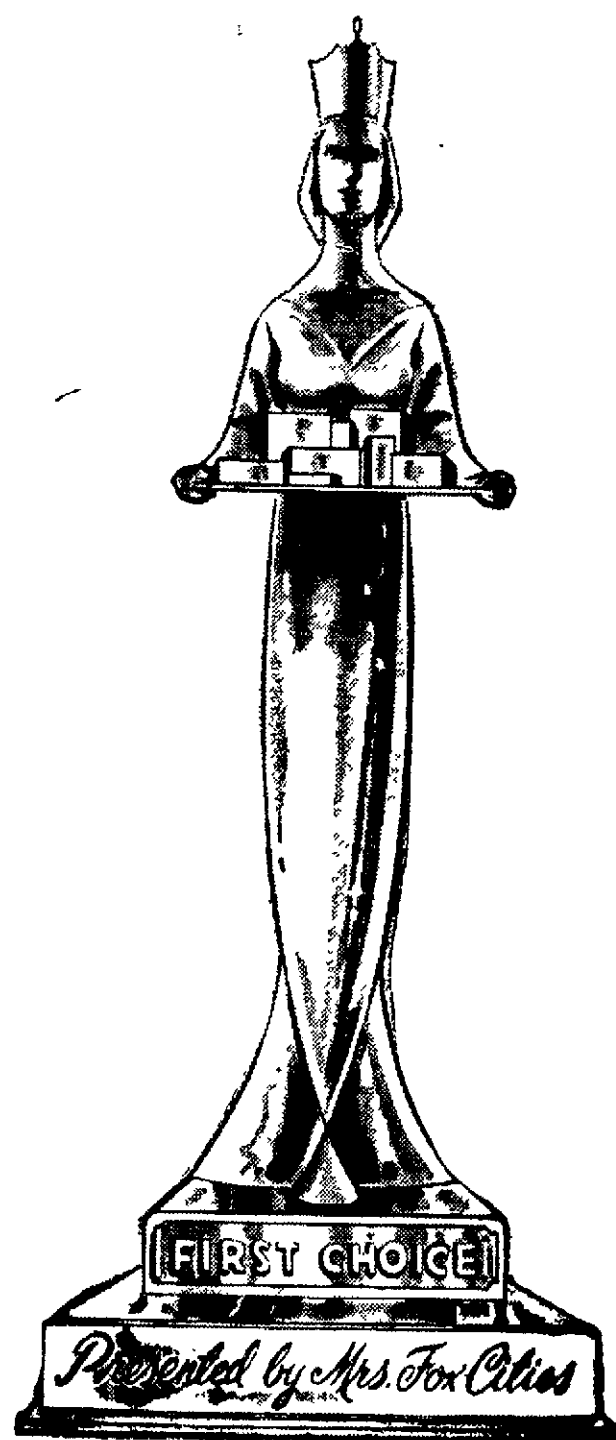
Marston Bros. Co.

540 N. Oneida St.
Tel. RE 4-1443

Worth Beating the Drum About...

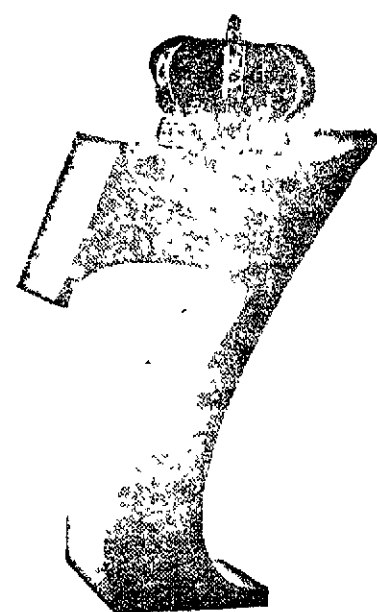


*the brand that
makes whiskey sure!*



AGAIN THIS YEAR . . .

FIRST in the Fox Cities
FIRST in the nation



Choose the first
and finest American whiskey —
Seagram's 7 Crown.

SAY Seagram's AND BE Sure

Chevrolet Keeps Top Spot; Ford Second

One Owner in Four Drives Chev; Buick, Plymouth Third, Fourth

Fox Cities garages still house more Chevrolets than any other make of automobile.

Chevrolet retained its edge over Ford again this year for the reigning spot on the area automotive scene, the Post-Crescent Consumer Buying Habit survey shows. About one car owner in four, or 24.1 per cent, says he drives the General Motors make. Ford followers make up 19 per cent of the auto owners.

The automobile picture in the Fox Cities hasn't changed much since last year, the study shows. Traffic on area roads contains nearly the same proportions of each make.

Not Many Foreign Cars

And apparently the craze for foreign cars hasn't dented the market too much in this area. Non-American makes didn't total one per cent in the car ownership figures this year.

Chevrolet-Ford rivalry for the top berth is no new development. Ford has been vying for Chevrolet's title for years, and competition doesn't appear to be letting up. In 1954 Ford's patrons numbered just over half those of the GM make, but an upsurge by Ford left the two barely 1 percentage point apart two years ago.

Since then, Chevrolet's margin has widened. Last year's survey showed Ford claiming 18 per cent of car owners to Chevrolet's 23, a difference of 5 percentage points. The current study notes little change, with the spread between them at 5.1 percentage points.

Buick, Plymouth Duel

Buick and Plymouth remain locked in their longtime contest for third place among Fox Cities car owners. Buick, ahead in the race since 1956, now is owned by 11.6 per cent of car owners and Plymouth owners number 10.8 per cent of the total.

In the last survey, Buick claimed 11.7 per cent of area automobile owners and Plymouth 11.5 per cent.

One of the four leading makes—Chevrolet, Ford, Buick and Plymouth—can be found in most Fox Cities garages. Between them, the four account for 58 per cent of all automobiles in the area.

Mr. Fox Cities often turns to the low-priced bracket when

he's out to buy a car, the figures show. Of the four leading makes, three—Chevrolet, Ford and Plymouth—are in the low-priced category. The other, Buick, is a middle-priced make. Cadillac, with 1.5 per cent of the market, is the only high-priced make accounting for more than 1 per cent of the total.

Pontiac is owned by 7.6 per cent, a slight decline from 8.3 per cent in 1957.

Oldsmobile this year crept ahead of the Chrysler corporation's Dodge, with 6.1 per cent to Dodge's 5.3 per cent. Last year Dodge owners comprised 6.9 per cent and Oldsmobile 6.6 per cent of total ownership. Mercury remained in eighth place at 4.4 per cent, an increase from 3 per cent in 1957.

1957 Models Lead

The lion's share of cars in the Fox Cities were made within the last five years, the study shows. About 65 per cent of the automobiles are 1953 models or later. Barely 10 per cent are of 1950 vintage or before.

It's the 1-year-old models that can be most often found. Cars made in 1957 account for 15.5 per cent of the total. About one car owner in 20 claims ownership of a 1958 model.

Two-year-old cars make up 14.4 per cent of the total and 3-year-old models 14.1 per cent.

Families owning no car at all are on the decrease. Only 8.1 per cent have no automobile, while 12.2 per cent were non-owners in 1954.

Half of Families Own One of Four Makes of TV Sets

Almost every family in the Fox Cities area owns a television set.

The eleventh annual Post-Crescent Consumer Buying Habit study shows 97.4 per cent of housewives interviewed said they own a TV set. That's a slight increase over 1957, which was a bit higher than 1956. Prior to that time, the percentage of owners jumped rather substantially from the time television was introduced in this area in the early 1950's.

Over half the families own one of four makes. RCA Victor is in 15.2 per cent of homes, Zenith in 15 per cent, General Electric in 12 per cent and Admiral in 10.5 per cent. Not far behind are Philco and Motorola. Those makes have been best sellers since television "arrived," although all told 20 makes are in 1 per cent or more of the homes. Only 6.5 per cent of the sets are of a manufacture other than the 20 listed.

As is the case with most appliances, practically all housewives know the brands they own. Only .8 per cent didn't know the make of TV set when questioned.

Bell Finds Home

St. Thomas, Ont. —(P)—A bell found in Elgin county that once belonged to a Great Lakes vessel will ring the call to worship at the Roman Catholic church in Azua, in Santa Domingo. It was presented to Rev. William McNabb, Canadian missionary stationed in the West Indies island.



Like 97.4 Per Cent of Fox Cities residents, members of the Robert Spanagel family, 1327 S. Lehmann lane, spend time at home entertained by their television set. From the top their children are Susan, Bobby, Molly and Eddie. (Post-Crescent Photo)

New Necessities

Usership of Electric Appliances Increases in Fox Cities Families

Once in the luxury category, now considered necessities by many Fox Cities families, the use of food mixers, refrigerators, vacuum cleaners and electric blankets has shown consistent increases in this area's homes.

Statistics compiled in the Post-Crescent's Consumer Buying Habit Study show the use of electric food mixers has risen from 76.3 per cent in 1954 to 87.5 per cent this year, the use of electric or gas refrigerators has increased from 98.6 per cent in 1954 to 99.8 per cent in 1958, the use of vacuum cleaners increased from 93.2 per cent five years ago to 96.7 per cent this year and the use of electric blankets or sheets has jumped from 11.6 per cent in 1956 (the year the category first was included in the study) to 14.7 per cent this year.

Sunbeam Mixmasters lead in the food mixer category, a position they've held consistently during the last five years. However, they've slipped just a bit since then with 39.4 per cent buying mixmasters in 1954 and 35.4 per cent in 1958.

Other Makes

Second place went to Dornier mixers, which have risen slightly from 17.1 per cent in 1954 to 20.4 per cent this year. Placing third and fourth were General Electric and Hamilton Beach brands with 14.9 per cent and 14.7 per cent, respectively.

Others, in the order of buying preference, were Kenmore,

Montgomery Ward, Westinghouse and Osterette. Of people questioned, 3.5 per cent said they didn't know what type mixer they used while 3.8 claimed names not mentioned in the survey.

General Electric won firsts in both the refrigerator and electric blanket classifications. In the first class, 17.9 per cent said they used GE refrigerators while 48.9 per cent said they owned GE blankets.

Frigidaire claimed 16 per

cent usership in the refrigerator category while third is Hotpoint with 11.6 per cent saying they own that brand.

Also Named

Also named, in order of buying preference, were Kelvinator, Philco, Coldspot, Westinghouse, Crosley, Norge, Montgomery Ward, Gibson, Admiral, Leonard, Coolerator and Coronado. A total of 0.6 per cent said they didn't know their brand and 3.9 per cent named miscellaneous makes.

Following GE as favored electric blankets were those produced by Westinghouse. The survey found 13.6 per cent used that brand while third choice was Harmony House with 7.6 per cent.

Other brands named, in order, were Montgomery Ward, Northern, Universal, Casco, Fieldcrest, Golden Dawn, Sunbeam, Indian Head, Monarth and Textron.

A rather large 13 per cent said they didn't know what brand they used and 2.7 per cent said they didn't know what brand they used and 2.7 per cent gave miscellaneous manufacturers.

Vacuum Cleaners

Hoover was leader for vacuum cleaners with 26.4 per cent saying they used the brand, a slight increase over 1954 when 22.3 per cent of the housewives used the Hoover appliance.

Second and third positions—the same they've held since 1954—went to Electrolux and Kirby. The former claimed 21.8 per cent of the users while the latter was used by 11.9 per cent. General Electric was fourth with 10.8 per cent.

Others, in order, were Air-Way, Kenmore, Eureka, Westinghouse, Montgomery Ward, Lewyt, Apex, Rexaire and Filter Queen.

Survey takers found 1.1 per cent didn't know the names of their cleaners and 7.9 answered with miscellaneous brands.

Directory Indexes Broadway Angels

New York —(P)—Broadway's angels have been indexed.

A directory of show investors has been compiled by Steve Keegan. Covering theatrical productions of the last decade, it itemizes those who invested a total of more than \$25 million.

Islanders Fear Deadly Snake

Tokyo —(P)—Life on the small southern Japanese island of Amami Oshima is a struggle of man against snakes.

Despite a concerted 4-year campaign by the government 200,000 islanders live in fear of the Habu, a viper growing up to five feet long.

Islanders have developed a "Habu neurosis" for fear they will be stung at night, says the weekly Yomiuri magazine.

It's not surprising to see Amami people carrying umbrellas even on clear night. An umbrella makes a good shield against the reptile's quick strikes.

Seven of 392 persons bitten in 18 months have died.

Prompt medical attention and a new American drug are credited with lowering the death rate.

Third of Peanut Butter Users Buy New Brand, Jif

A newly-introduced brand attracted the buying dollars of one in three peanut butter fans in its first year on the Fox Cities market.

Jif, a newcomer to area stores, is used by the second largest percentage of peanut butter users in the Fox Cities, the Post-Crescent Consumer Buying Habit study shows.

It ranks behind Skippy, once again the label bought by many Fox Cities peanut butter eaters. Long the most-used brand, Skippy is used by 39.8 per cent of buyers, this year's survey shows.

Skippy's margin has de-

creased, however. Last year, with 51.4 per cent of peanut butter shoppers in the Skippy camp, the next nearest brand claimed a following less than half of Skippy's. This year, Jif is within 7 percentage points of the first-place brand.

Wide Usership

Shopping lists in the area often include peanut butter, the survey indicates. The spread is used by 86.1 per cent of Fox Cities families.

Fewer homemakers bought the Peter Pan brand this year. The label, used by one-fourth of the peanut butter consumers in 1957, dropped to 14.4 per cent in the current study.

New Aircraft Device Permits Man to Lead Helicopter on Leash

Washington —(P)—If you see a man with a helicopter on a leash don't question your sanity.

The defense department announced Sunday night the development of a tether or leash which enables a man on the ground to lead a hovering helicopter around as if it were a kite.

The purpose is to permit precise hovering operations where the helicopter pilot can't see the ground directly below.

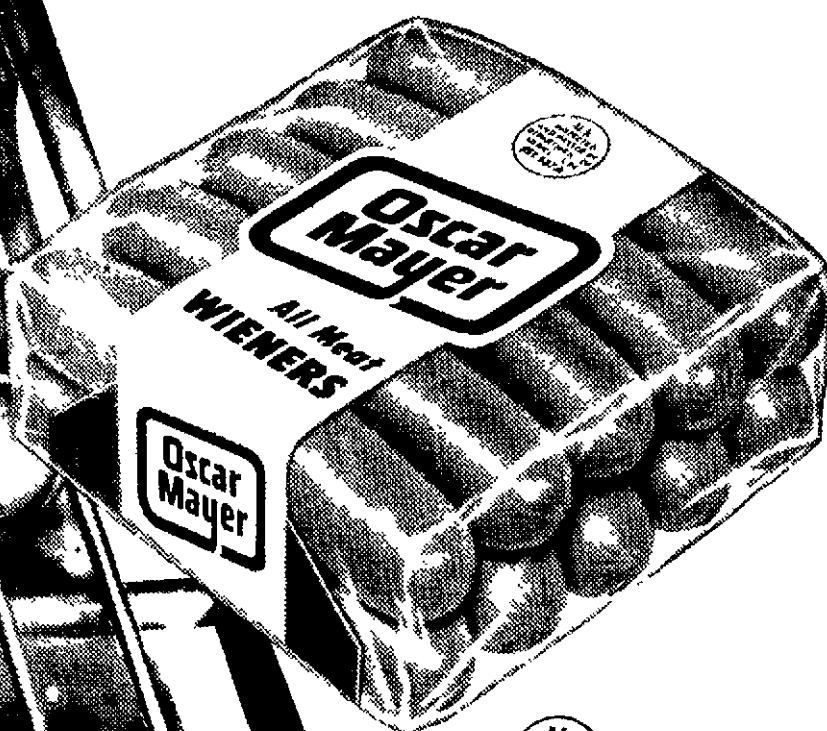
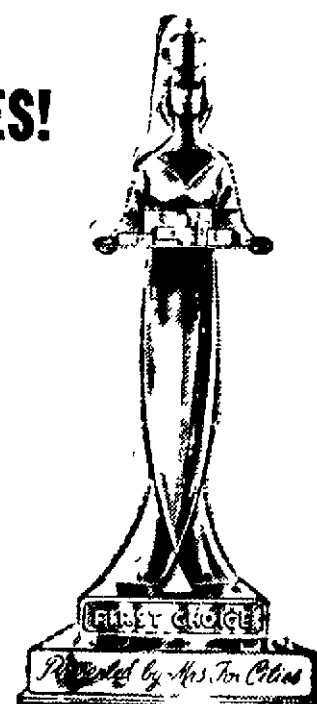
The Sikorsky aircraft division of United Aircraft corporation developed the 50-foot long tether device for such purposes as enabling helicopters to place utility poles in pre-dug holes or land in restricted or congested spots such as heli-platforms or ships at sea.

Fun to Eat! OSCAR MAYER WIENERS

They're all meat - plump and juicy

FOX CITIES FAVORITES!

Oscar Mayer Wieners
are preferred by more
Fox Cities families
than any other
brand.



All Oscar Mayer meat products carry this U. S. Government Inspection Stamp—your added guarantee of purity and wholesomeness.



1883-1958

75 YEARS OF PROGRESS
IN FINE MEAT PROCESSING

Slight Change In Buying of Baked Beans

Customers for baked beans in the Fox Cities area have changed their buying habits slightly in the last five years, according to the eleventh annual Post-Crescent Consumer Buying Habit study.

A slight drop in baked bean usership is shown, from 78.6 per cent in 1954 to 75.4 per cent this year.

Campbell, top brand in the field, has widened its gap between second place Van Camp from 32.9 per cent and 28.5 per cent of usership respectively in 1954 to 33.7 per cent and 22.5 per cent this year.

Other changes in the 1954 and 1958 Figures shows a switch in the third and fourth place

brands. B & M, formerly fourth with 8.6 per cent, has jumped to third with 21.9 per cent. Heinz, formerly third with an 11.5 per cent usership, now is bought by 8.7 per cent of users.

Libby remains the fifth place brand, with its percentage of buyership up from 4.8 to 5.9.

Campbell, Van Camp and Libby baked beans are sold at all four of the area chain grocery stores. B & M and Heinz are sold at three.

84.7 Per Cent of Housewives Buy Aluminum Foil

Fox Cities housewives evidently appreciate the versatility of aluminum foil, for 84.7 per cent of them include it on their shopping lists.

Reynolds is the lead in the foil field, the Post-Crescent Consumer Buying Habit survey

shows, being bought by 54.1 per cent of users.

A sizeable percentage of users, 20.6, are unaware of the brand they buy.

Other named brands are Alcoa, second with 16.2 per cent of users, and Kaiser, third at 11.2 per cent.

Reynolds is available at three area chain grocery stores, Alcoa at two and Kaiser at all four.



FOR ELEVEN STRAIGHT YEARS

ACCLAIMED

FIRST Preference

IN BOTTLED BEER

in the famous

FOX CITIES!




ENJOY PREMIUM QUALITY AT

A REASONABLE PRICE

"THANK YOU" from the friendly brewers of Adler Brau for

again choosing our beer as your number one favorite —

"Wisconsin's Most Enjoyable Beer"

"ELECTRONICALLY INSPECTED"

CLEAN ●

A Proud Local Product of

● **CLEAR**

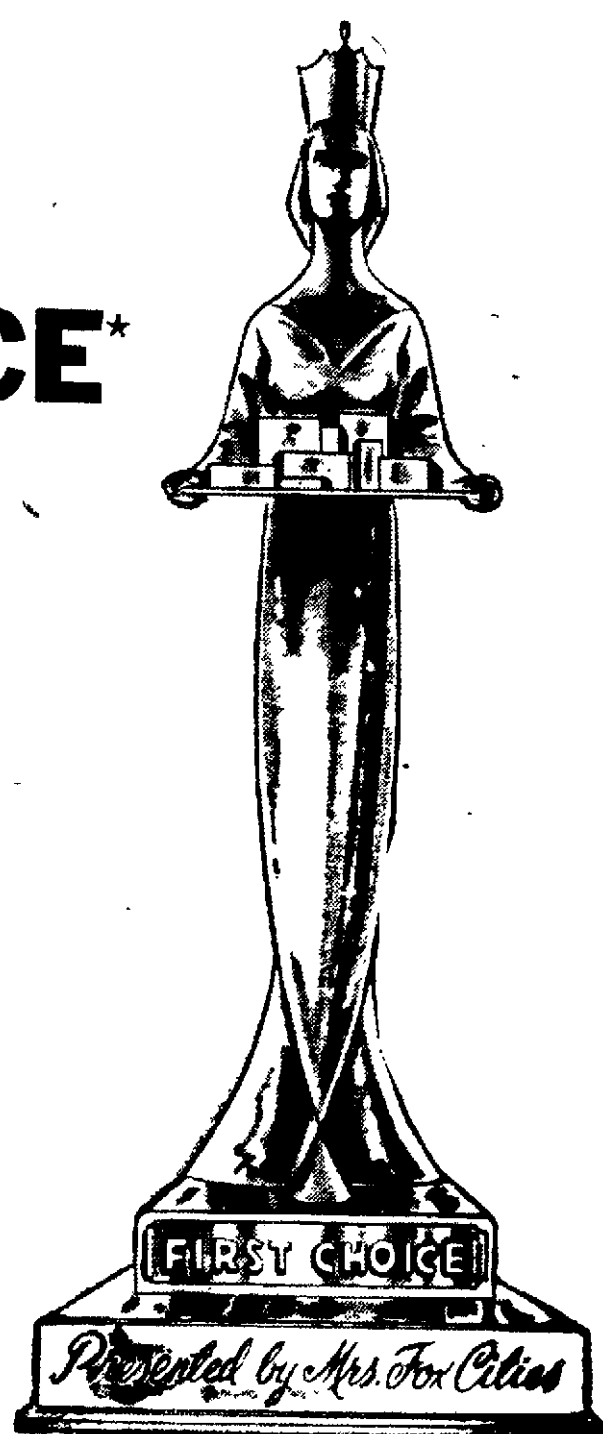
THE GEO. WALTER BREWING CO.—Appleton, Wis.

Mrs. Fox Cities Says . . .

"AGAIN FIRST CHOICE^{*} in the FOX CITIES

is **FAIRMONT**

^{*}According to the most recent independent survey conducted by Northwestern University . . . Published annually by the Appleton Post-Crescent



29.0%

of the people in this area prefer
FAIRMONT ICE CREAM

25.4%

prefer FAIRMONT MILK
over all other brands



FIRST CHOICE
because they are
FINEST IN QUALITY!

If you haven't tried Fairmont lately, why don't you try this smoother, more delicious ice cream — this healthful wholesome milk. See for yourself why Fox Cities Consumers choose Fairmont **FIRST!**



Survey Shows Filters Causing Big Change in Cigaret Smoking Habits

Kent Makes Marked Increase In Usership; Winston Leads

Filters are causing a big change in the smoking habits of Fox Cities men and women, with four of the five brands most purchased by women and two of the top five used by men equipped with filters.

Talk in recent years about possible connection between cigaret smoking and lung cancer probably played a big role in the switch-to-filter trend begun several years ago. An article in a nationally-circulated magazine which claimed Kent cigaarets had the most effective filter for removing tars and nicotine probably had a big effect on the big upswing in usage of that brand.

Kent now is purchased by

12.6 per cent of women smokers, trailing only Winston (21.1 per cent). Winston also leads in brands used by men with 15.3 per cent. Kent ranks fourth among men smokers, used by 9.1 per cent. Lucky Strike is second with 12.8 per cent and Camels third with 12.6 per cent; neither are filter type.

Less than 1 per cent of men smokers used Kent through 1956. Last year, the brand was the choice of 2.9 per cent, in a 3-way tie for ninth place. The brand has commanded a bigger following among women for the last five years, but in 1956 it was purchased by only 4.3 per cent of women smokers, good for seventh place in the usership table.

New in 1955

Winston wasn't even on the market in 1954. It made a strong showing in 1956, its first year, and passed Luckies and Camels, traditional men's favorites, in 1956. It also took over first place among women that year.

Following Kent in fifth place among men smokers is Pall Mall, with 8.6 per cent of the users; Marlboro, with 8 per cent; and L and M with 7.9 per cent. Eleven other brands are used by 1 per cent or more of men cigaret smokers.

Following Kent's second-place position among women are: Viceroy, 10.5 per cent; L and M, 9.6 per cent; Pall Mall, 8.7 per cent; Salem, 8.3 per cent; and Marlboro, 7.6 per cent. Ten other brands are used by 1 per cent or more of women cigaret smokers.

Some of the old favorites, such as Chesterfield, Phillip Morris and Old Gold, are not chosen by as many smokers any more, but part of the story lies in the fact that they come in two or more types, thus their total usership is not reflected as a single unit in the survey. Old Golds, for instance, now come in regular, king size and with filter tip.

More Women Smokers

The percentage of men cigaret smokers has remained fairly constant for the last five years. The percentage of women smokers has shown a small but consistent increase, going from 31.8 per cent in 1954 to 36.6 per cent in 1958, with the survey showing a slight increase each year.

More than 99 per cent of the women questioned knew what brand of cigaarets they smoked. They weren't quite so sure about their husbands and other male members of their families, but more than 96 per cent were familiar with the brands.

Wives of cigar-smoking husbands were much less sure of the brand, however, with 30.2 per cent of the women whose family uses cigars unfamiliar with the brand name.

Cigars were included in the questionnaire for the first time this year and figures show 16.1 per cent of Fox Cities families use them. LaPalina was the most purchased brand—by 22.3 per cent. Harvester was second with 15.3 per cent. Dutch Masters (8.4 per cent), Corina (6.9 per cent) and White Owl (5.9 per cent) and six other brands purchased by 1 per cent or more of users were listed.



Strained Baby Food Has One avid fan in young Julie Anne Dratz, who prepares to dig into a jar of the much-used product. Julie is the 13-month-old daughter of Mr. and Mrs. Richard Dratz, 432 W. Seymour street. (Post-Crescent Photo)

Gerber Leads Strained Baby Food Market

One in 4 Area Homes Uses Strained Foods, Buyer Study Shows

Almost nine out of 10 Fox Cities moms turn to the Gerber brand in strained baby food when baby cries for his meal.

Gerber finds its way into the grocery supplies of 88.9 per cent of shoppers using strained baby foods, reports the Post-Crescent 1958 Consumer Buying Habit study.

Infants were fed strained baby food this year in nearly the same proportion of area homes as last year, the study shows. About one in four families—23 per cent—say they use the product. Last year's figure was 24.7 per cent.

As with Gerber, 1958 found more shoppers buying Heinz, the second most-used brand. The Heinz label attracted 21.8 per cent of the buyers this year, a rise over 16 per cent shown in the 1957 survey.

One-tenth of Fox Cities strained food users stocked the Beech Nut brand on their pantry shelves again in 1958. Beech Nut accounted for 10.4 per cent of strained baby food sales in the current study and 10.8 per cent last year, after a drop from 27.6 per cent in 1955.

Libby, a brand which claimed about 20 per cent of the market four years ago, now has almost disappeared from the baby food scene. It has dropped from 19.5 per cent in 1954 to 1.7 per cent in the 1958 survey.

Set Fall Production By 'Angry Young Man'

New York —(AP)— John Osborne, one of Britain's "angry young men," is to have an encore season on Broadway.

"Epitaph for George Dillon," written by Osborne and Anthony Creighton, has been scheduled for the first fall production of David Merrick.

Osborne wrote two of the most-discussed dramas of the 1957-58 season, "Look Back in Anger" and "The Entertainer."

by 18 per cent while the runner-up, Lux Flakes, was found in 16.5 per cent of the homes. The rating on the latter has shown a steady decline since 1954 when it was in first place with 25.1 per cent naming it as the first-place brand.

The third place brands, Ivory Snow, drew 13.7 per cent naming it while the fourth place with 11.4 per cent of the votes went to liquid Lux. One per cent said they didn't know what product they used while 7.4 per cent named brands other than the 10 covered.

Undisputed Leader

Undisputed leader as a wall, woodwork and floor cleaner is Spic and Span, claimed by 66.6 per cent of the users. It has held a similar lead over Soilax, second place favorite for the last five years. The second place brand was named by 14.7 per cent, third place, Lan-O-Sheen, was registered by 14.3 per cent while fourth place preference, carried 13.7 per cent of those questioned.

Of the housewives covered in the survey, 4 per cent said they didn't know the name of the product they used and 9.8 per cent named brands other than the 11 registered on the questionnaire.

Same Products Retain Lead in Washing Field

Top Brands Unchanged During Year, Study of Cleaning Products Indicates

Washing products which have been leading the field in the Fox Cities for the last several years continue to do so this year. And the Post-Crescent Consumer Buying Habit Study indicates the use of products for dishes, general laundry, fine fabrics, walls, woodwork and floors and powdered and bottled bleach is almost universal.

A total of 99.7 per cent of those questioned in the 11th annual survey use products for dishes while the most popular brand, liquid Lux, claims 21.7 per cent of the users. Last year, 20.6 per cent of the users bought the same brand.

Running a close second, is Joy with 20.7 per cent of the users. Last year the same brand was found in 15 per cent of the users' homes.

Shows Increase

The number one brand has shown a steady increase from 1954 when 13.1 per cent of those questioned used the product, although Joy has shown a more spectacular user increase—from 7.3 per cent in 1954.

Running third is Tide with 7.3 per cent of those covered in the survey buying the granulated product. It has shown a steady decrease from five years ago when 17.8 per cent of the families said it was used.

Twenty brand names were included in the survey, 1 per cent of those questioned said they didn't know what brand they used and 8.6 per cent named brands not referred to specifically in the questionnaire.

However, Tide rated first as a general laundry detergent with 39.8 per cent naming it as a favorite. The soap has shown an over-all increase in the laundry category for the last

five years since it registered 36.5 per cent in 1954.

The next favorite, Cheer, reached 16.4 per cent of the families, also showing an increase from 1954 when a percentage of 12.8 was registered.

Running Third

Running third is Oxydol with 14.9 per cent using it, a slight decrease from 1954 when 15.3 per cent favored the product. The survey covered 18 named products while 0.8 per cent of the users couldn't name their brand and 7 per cent registered brands not named in the questionnaire.

Turning to the powdered and bottled bleach classification, 93.9 per cent of housewives queried said they used the material with 57.5 per cent of users naming liquid Hilex. The first place bleach, which has run first since 1955 when the category was included in the survey, showed a slight over-all increase in the 4-year period.

Rating second place is Fleecy White claiming 14.2 per cent of the users, a slight decline from 1955 when it was preferred by 16.5 per cent.

The other six brands named in the survey ranged downward from 8.8 per cent for Clorox, third. There were 5.8 per cent of the users who said they didn't know which product was their favorite and 5.1 per cent used miscellaneous brands.

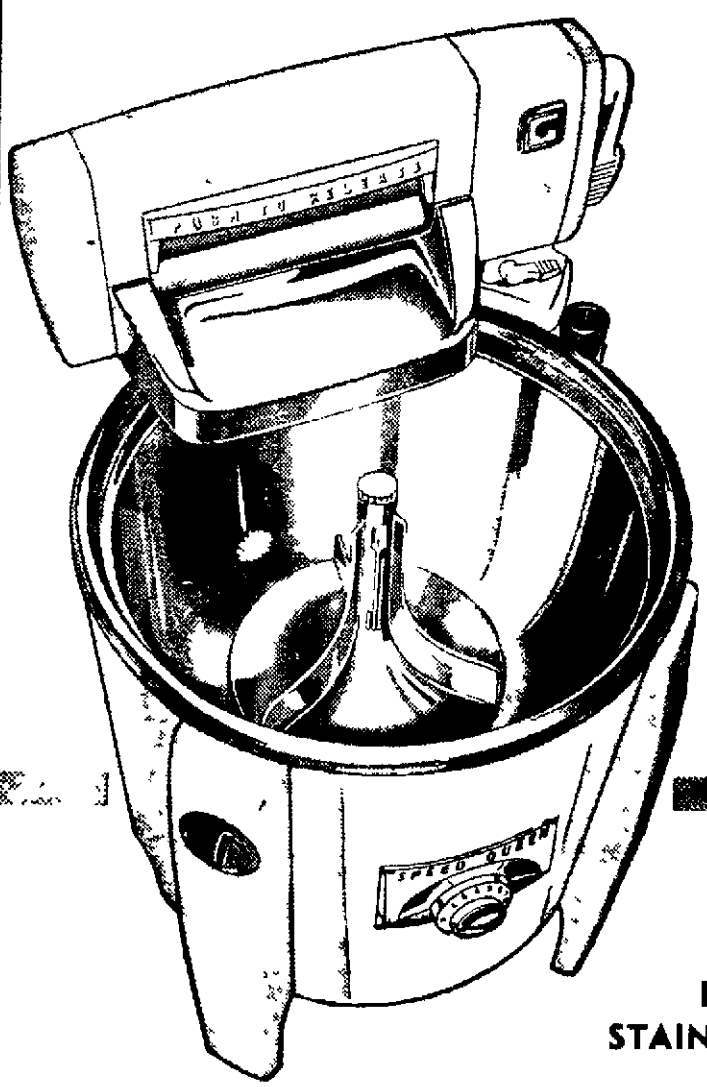
For Fine Fabrics

The buying study noted 98.9 per cent of Fox Cities families use soaps or detergents for fine fabrics with soap flakes running in the first two places, a granulated soap in third place and a liquid product in fourth place.

Retaining the first place it has held for the last several years, Ivory Flakes was used

1st AGAIN!

SPEED QUEEN wringer washers rank **FIRST** in ownership in **Fox Cities Homes**

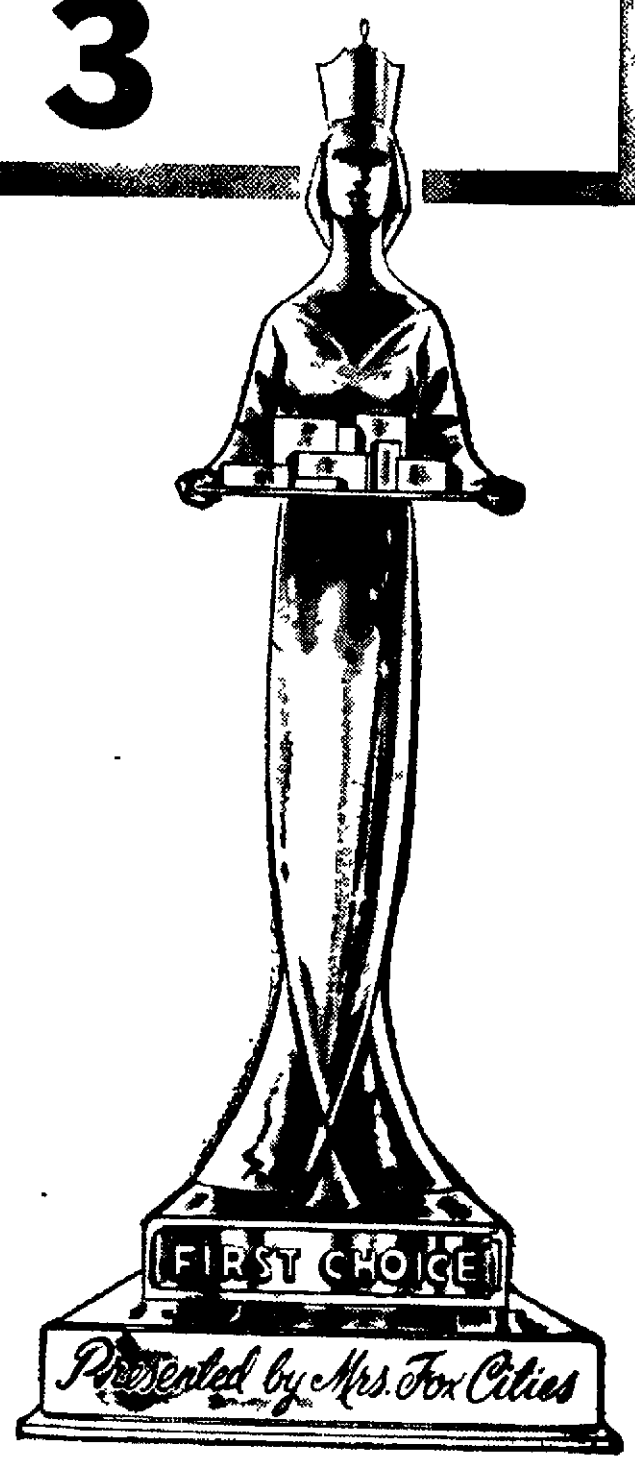
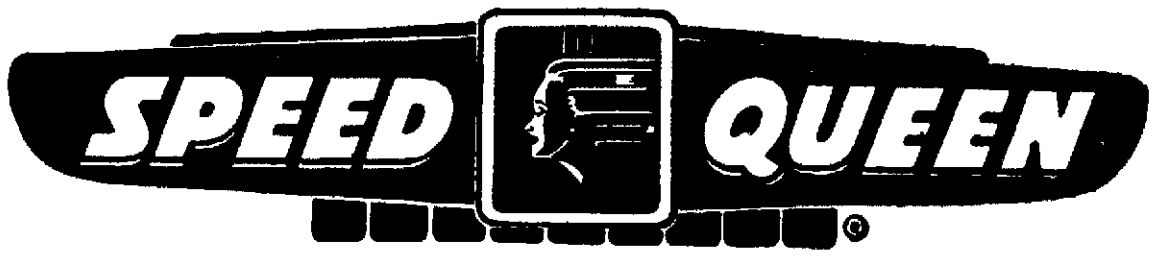


34.6%
own Speed Queens!

This is better than

1 out of **3**

MODEL 91
with
Bowl Shaped
STAINLESS STEEL TUB



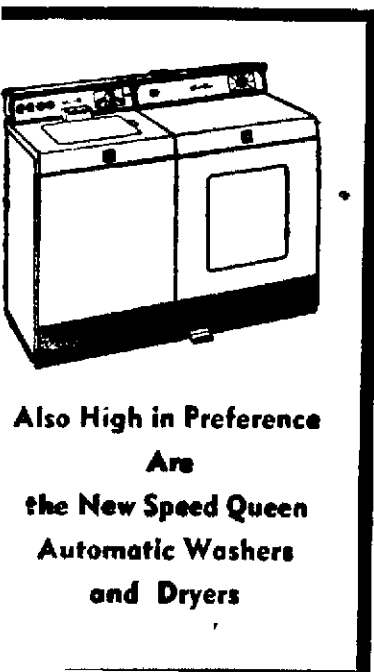
Sold at these fine stores:

WICHMANN'S
Appleton • Neenah-Menasha

VERHAGEN'S
Kimberly

KAUKAUNA HDWE.
RAY E. GEENEN
Kaukauna

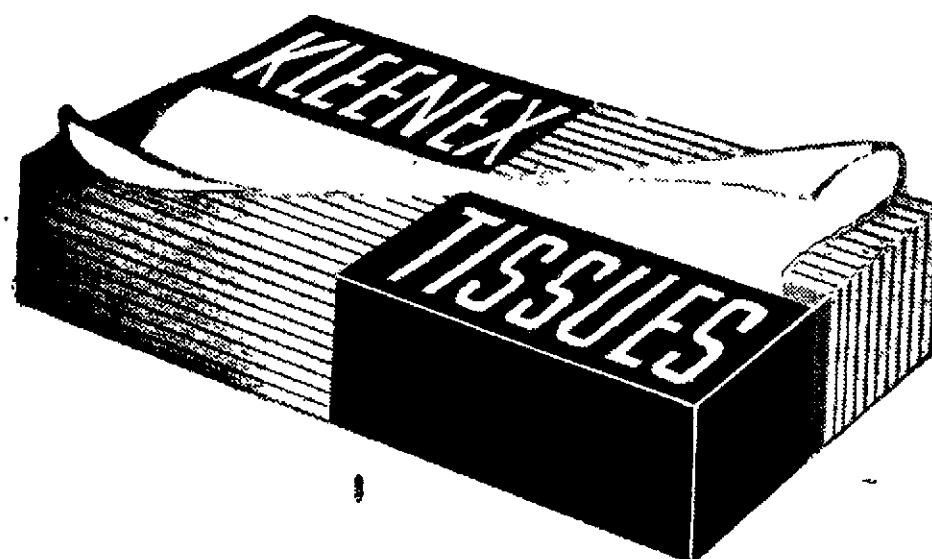
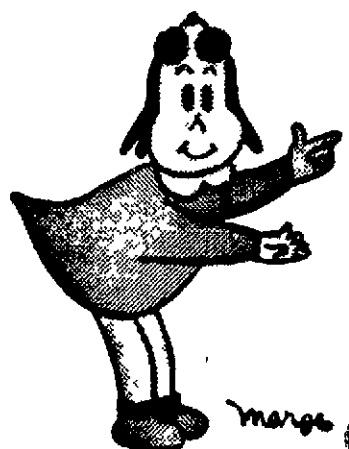
LOOK'S HDWE.
Little Chute



Also High in Preference
Are
the New Speed Queen
Automatic Washers
and Dryers

Speed Queen Appliances
Are Built Nearby in
Ripon, Wisconsin

FOX CITIES' !



*Pop up
one at a time*

*They cling
like cloth*



(R)



*So easy to
work with*

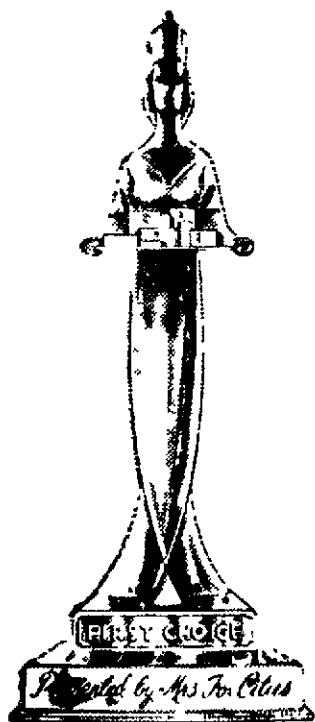
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*From the 1958 11th Annual Consumer Buying
Habit Study of the Fox Cities Market — Pub-
lished by the Appleton Post-Crescent and
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KIMBERLY-CLARK

Little Lulu by Marge
(C) 1957 Kimberly-Clark Corp.

FIRST FAMILY OF FINE PAPER PRODUCTS

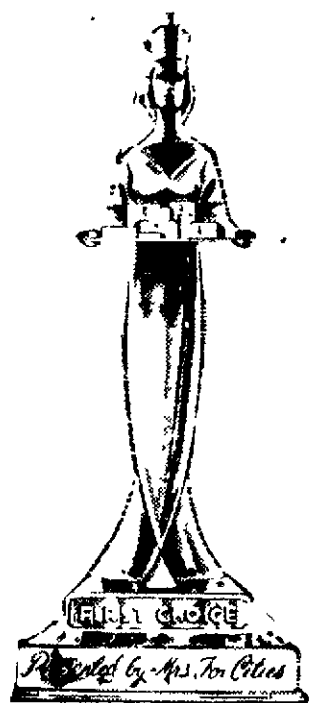


71.1%*

of Fox Cities Families

buy Kleenex tissues . . .

the soft, strong tissues that pop up one at a time. Your favorite accent colors of soft pink, soft yellow, soft aqua and pure white . . . in the large economy box or handy dispenser size.

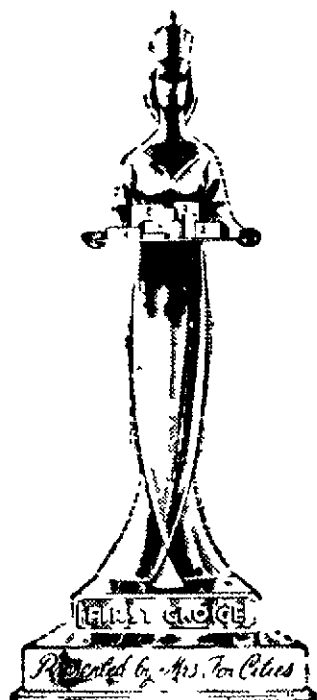


40.2%*

of Fox Cities Families

buy Kleenex table napkins . . .

the napkins that won't slide off your lap. They're so wonderfully soft and absorbent . . . yet strong enough to last through any meal. They cling like Cloth.



40.4%*

of Fox Cities Families

buy Kleenex towels . . .

the big, soft towels that soak up grease and spills quick as a wink. So pliable they get into corners without wetting. So soft . . . so easy to work with.

 **CORPORATION**

Kleenex is a trademark of K-C Corp.

More Families Buy Wines, Liquors

Little Change Noted in Brand Preferences

Crown, with 9.6 per cent, leads. Following in order are Guck-enheimer, 8.7 per cent; Jim Beam, 7.7 per cent; Schenley Reserve, 4.3 per cent; and Canadian Club, 3.5 per cent. Sea-grams has been first and Guck-enheimer second in each of the last five surveys.

Usership Steady

Gin usership has remained fairly steady in the last three years when it was included in study. The percentage of Fox Cities families who buy gin for home consumption remains the same at 30.8 per cent of housewives. Last year the figure was 29.2 per cent and the year before, 31.2 per cent.

A slight increase in the percentage of families who buy wine, brandy and whisky for home consumption is shown in the eleventh annual Post-Crescent Consumer Buying Habit study. The percentage of Fox Cities families who buy gin for home consumption remains the same at 30.8 per cent of housewives. Last year the figure was 29.2 per cent and the year before, 31.2 per cent.

Most often purchased brands of prior years, in all categories, and the year before, 31.2 per cent.

The survey shows 62.9 per cent of Fox Cities residents buy wine for home use. Almost two per cent of buyers. Gilbey is out of three (65 per cent) buy second, at 17.1 per cent and Mogen David. Second is Mani-Hiram Walker third at 11.1 per cent. Gilbey, fourth in 1956, third is Virginia Dare at 4.2 per cent. Manischewitz has don'ts, second in 1956, with 15 gained in the percentage of users in the last five years. The other two brands have dropped slightly. About one housewife in nine doesn't know what brand of wine the household uses.

Leading Brands

Christian Brothers continues to be the brand of brandy most often purchased for home use, this year by 35 per cent of brandy buyers. The percentage is slightly lower than in the previous two years. Aristocrat, in second place with 17.7 per cent, is up from last year, and Royal Host, purchased by 12.4 per cent, is down slightly from a year ago. No other brand was purchased by as much as 2 per cent of buyers, but 30.3 per cent admitted they didn't know what brand of brandy the family used. The beverage is used by 45.5 per cent of Fox Cities families.

No less than 20 brands of whisky are purchased by more than 1 per cent of the 50.4 per cent of families that buy whisky for home consumption. That Cat food is only a \$16,000,000 item in the food chains. Bird fanciers with their nine to ten million parakeets plus assorted canaries and other types spent \$11,000,000 in the chains for their pets' food supply, out of the \$65,000,000 spent on the birds in all outlets last year.

Another novelty in sales today is the way customers go for pet toys and health items. The pets' health is important and shoppers are spending some \$17,000,000 for flea care, shampoo, chains, collars and aquariums in the food chains. Bird treat and bells are moving up fast in this class.

New Fluids May Substitute for Lubricating Oil

Washington —(AP)— The air force Monday announced the development of a possible substitute for lubricating oil that can hold up under both nuclear radiation and a wide range of temperature.

The air force described the new fluids as a major advance and said in a statement they have possible use as lubricants, reactor coolants or hydraulic fluids.

The fluids are polyphenyl ethers, composed of benzene and oxygen. The air force said they remain liquid and retain lubrication characteristics at temperatures ranging from 20 to 800 degrees Fahrenheit.

They also were described as being two to five times more stable under nuclear radiation than existing organic lubricants.

The fluids were developed for the Air Research and Development command by the Monsanto Chemical company and the Shell Development company.

The air force said work is now underway to test them under intense nuclear radiation and determine their effectiveness under combined heat and radiation.

Shopping for Pets

These Dogs' Lives Cost Money, Nation's Chain Stores Report

Americans currently are spending at the rate of \$193,000,000 a year for pet items in food chains with two or more stores, reports a grocery trade magazine. Dog food alone with sales of \$149,000,000 in food chains last year is rapidly approaching the figure housewives spend for canned meats for human consumption.

Cats don't fare as well as dogs, although the number of cats in the country is higher. Cat food is only a \$16,000,000 item in the food chains. Bird fanciers with their nine to ten million parakeets plus assorted canaries and other types spent \$11,000,000 in the chains for their pets' food supply, out of the \$65,000,000 spent on the birds in all outlets last year.

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Fresh Produce

More money was spent by housewives for fresh fruits and vegetables in 1957 than ever before. Food chains with two or more stores reported a total of \$2,200,000,000 worth of these items passed through their checkouts last year. This was \$175,000,000 more than in 1956, adds the magazine, and is equal to 10 cents out of every dollar spent by the housewife.

Sales for the first two months in 1958 show customers are still upping their dollar purchase of fresh items, although their buying pattern has been changed by the Florida freeze.

Breaking down the food chain produce sales, the magazine reports housewives spent \$262,000,000 (11.9 per cent) for potatoes, \$310,000,000 (14.1 per cent) for citrus, \$150,000,000 (6.8 per cent) for bananas, and \$957,000,000 (43.5 per cent) for other vegetables and \$477,000,000 (21.7 per cent) for other fruits. An additional \$44,000,000 (2.0 per cent) was added by flowers, plants, and garden items. Big changes in the nation's

diet last year were in the direction of eating more melons, more lettuce, more onions, cabbage, and plums. At the same time, some staples such as apples, bananas, celery, and carrots as well as peppers and sweet potatoes showed up a little less frequently on the American table.

Sales Report

Reports from 12,878 food chain stores (out of the 26,747 in the nation) show a sales rise of 8.2 per cent in January, 1958, as compared with January, 1957. Biggest gain was the 10.9 per cent in the west central region, but it was the 9.5 per cent gain in the middle Atlantic—heartland of the grocery business with nearly one-third of all chain food stores—that added the most to the sales increase. Reports from the other regions show New England rose 4.7 per cent, the southeast was up 8.9 per cent, the east central added 7.7 per cent, the southwest rose 8.0 per cent, the mountain region was plus 7.1 per cent, and the Pacific Coast gained 4.7 per cent.

Americans are on a record buying spree. The increased interest in music had customers picking up \$46.5 million worth of records in food chains with two or more stores last year, report the periodical. That is 10 times the food chain record sales of 1956 and the big record push is just getting under way. Currently some 8,700 food chain supermarkets stock records and the record industry estimates that they do about 11 per cent of the total record business. Record industry spokesmen see a rosy 20 per cent of the market by 1959, done in 12,500 food chain stores.

Children's records were the first big seller in food chain stores, but today they only account for about 5 per cent of chain record sales as merchandising methods have been developed for other records. Typically the chain supermarket offers about 60 titles—divided equally among hit tunes, show tunes, mood music, and dance albums. Every week or



Like Many Other Fox Cities housewives, Mrs. Donald Anderson, 2000 N. Ullman avenue, selects frozen fruits and vegetables when she shops at her local supermarket. (Post-Crescent Photo)

Most of Area Women Buy Frozen Foods

Frozen fruits and vegetables evidently have proven their worth to most Fox Cities housewives, for they're bought by 72.2 per cent of them, according to the Post-Crescent Consumer Buying Habit study.

Buying habits for these frozen foods have changed little in the last year, when 70 per cent of area residents counted them as part of their diets. The same brands have kept their same positions among the top five.

Birdseye, bought by 40 per cent of the total buyers, last year was used by 42.3. Snow-crop is still second with a 19 percentage after 24 last year.

The third, fourth and fifth place brands have recorded a rise in the percentage of buyership—Kroger from 8.7 to 10.5, Polar from 6.7 to 9.7 and Libby from 6 to 6.4 per cent.

Birdseye is sold at all four area chain grocery stores and the other named brands at one each.

passed through the checkouts. This all-time high adds up to approximately 4,700 gallons per store. Half-gallons were the most popular feature with about 65 per cent of the tonnage, but pints and specialty items had strong showings.

The specialties showed a particularly strong gain last year with leading items being the three or four chocolate-coated ice cream sticks, four chocolate-and-nut covered cones, sundae cups, twin sandwiches, individual sandwiches, orange sticks, and ice sticks. Baked Alaska, nut rolls, and logs were among the newer specialties found in many stores.



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This is our promise to you: Your car will run smoother... run better... seem more powerful after only two tankfuls of the new STANDARD Gasolines. See for yourself. Try new Standard GOLD CROWN Super-Premium—the entirely new grade of gasoline, created for today's big, high-powered cars. Or fill up with new RED CROWN King-Size Regular, the king-size economy buy. Stop in today, and let's get acquainted!

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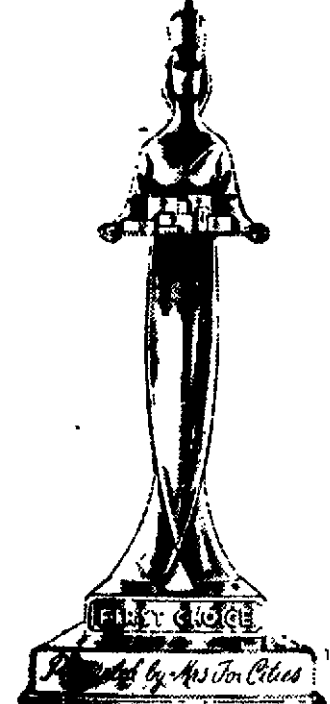


Service

Corner Broad St.

Menasha

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Again...Mrs. Fox Cities Chooses **STANDARD GASOLINES**

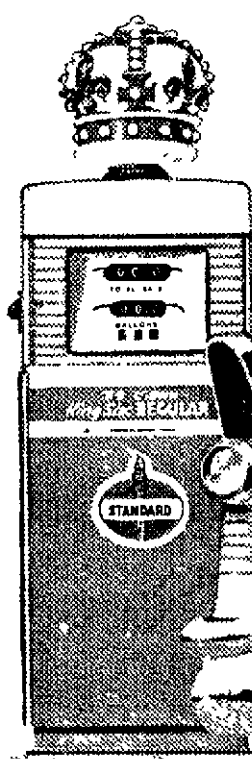
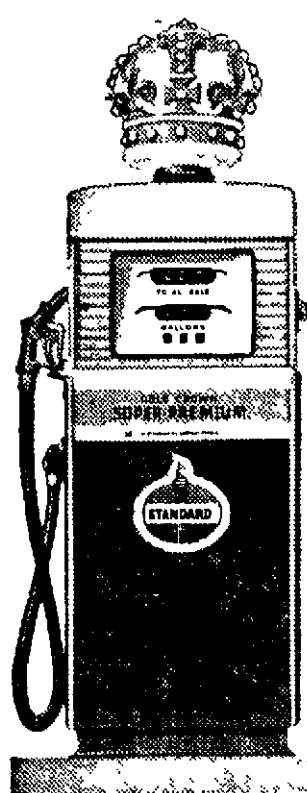
2 to 1-over any other brand!

... and year after year, more of you say that Standard is your first choice. Thank you!

For worry-free weekends on the highway, get the **BIG BONUS** in Standard Gasolines . . . maximum power, thrifty knockfree driving, the highest octane numbers in Standard history. Stop at Standard for a pre-trip check and fill with Standard Gasolines . . .

GOLD CROWN Super-Premium, top-octane grade that soon brings most fouled spark plugs back to full fire . . . delivers extra miles, proved in a 200,000-mile driving test!

RED CROWN King-Size Regular, with octane higher than premium grades of a few years ago.



... plus complete,
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Wherever you travel, get Standard Service . . . spotless rest rooms, road information, lubrication, guaranteed Atlas Tires and Batteries. Yours at the Sign of Standard.



You expect more from **STANDARD** and get it!





Friday Is the Day of the Week you are most apt to see scenes like this in Fox Cities groceries. Most Fox Cities families, 43.7 per cent of them, in fact, prefer shopping for groceries on Friday. It's been the most popular day for grocery shopping throughout the last 11 years. The

Post-Crescent's 11th annual Consumer Buying Habit Study also shows the scene most often will be a chain store, practically all Fox Cities families being reported buying at a chain store. (Post-Crescent Photo)

Friday Still Most Popular Grocery Shopping Day for Average Family

Survey Shows Evidence of Upswing in Favor Of Thursday; Decline in Saturday Preference

Friday remains the most popular grocery shopping day among Fox Cities families, although there is evidence of an upswing in favor of Thursday.

The Post-Crescent's 11th annual consumer buying habit study shows 43.7 per cent of the families prefer Friday to any other day for grocery shopping. This is a decline compared to 1956, 1955 and 1954 percentages, but is about the same as percentages recorded 10 years ago.

Here are the days of the week and the percentage of shopping favor among families: Monday, 1.9 per cent; Tuesday, 2.1 per cent; Wednesday, 4.1 per cent; Thursday, 18 per cent; Saturday, 13.7 per cent; and Sunday, 1.5 per cent.

Thursday Up

The Thursday percentage is up from 13.6 per cent a year ago and Saturday percentage down from 16.7 per cent last year. The 18 per cent for Thursday represents a new high in the last five years; the 13.7 per cent, a new low for Saturday during the last five years.

There were two additional, but less specific, categories to choose from in selecting times for shopping. First of the week was the preference of 2.9 per cent of the families while last of the week was preferred by 18.2 per cent of the families. Three-tenths of a per cent of the families had no preference.

The study also shows most families do their grocery shopping in chain stores, but prefer to make their drug and cosmetic purchases in independent drug stores.

Chain grocery stores have 97.1 per cent of the market. Krambo is the leader with 36.4 per cent; Red Owl has 19.1 per cent; A & P, 12.1 per cent; Associated Grocers, 12 per cent; S. C. Shannon company, 11 per cent; Piggly Wiggly, 7.8 per cent; IGA, 4.3 per cent; Wisconsin Distributing company, 3.9 per cent; Super Savings, 3.5 per cent; Super Valu, 3.2 per cent; Clover Farm, 1.5 per

cent; National Tea, 1.4 per cent, and others, 2.9 per cent.

Krambo gets its biggest boost in Appleton, where it has 47.3 per cent of the city market, although its percentage is less than other years. Its small decline has been picked up by Red Owl, which grew from nothing in 1955 to 21.4 per cent this year.

Krambo also has the largest percentage of the market in the Twin Cities—30.7 per cent, compared to 19.4 per cent for Associated Grocers; 18.3 per cent for A & P; 14 per cent for IGA; 12.4 per cent for Red Owl, and 11.4 per cent for Wisconsin Distributing company.

Piggly Wiggly is the leader in Kaukauna and the Fox villages, with 26.6 per cent of the market. Next come Red Owl, 24 per cent; Associated Grocers, 17 per cent; Krambo, 15.7 per cent; S. C. Shannon, 15.3 per cent, and Super Valu, 11.8 per cent.

Fox Cities families buy most of their drugs at independent drug stores—63.3 per cent of the families, the survey showed. Chain drug stores receive 36 per cent of the business and medical pharmacies 4.4 per cent. The statistics are much the same as the 5-year average.

Independent drug stores furnish 35.5 per cent of the families with cosmetics. Chain drug stores have 26.6 per cent of the market; department stores, 16.4 per cent; house-to-house salesmen, 10.4 per cent; grocery stores, 8.8 per cent; dime stores, 2.5 per cent; beauty shops, 1.6 per cent, and mail order houses, .2 per cent. Four and three-tenths per cent of the families said they use no cosmetics.

Last year, independent drug stores sold cosmetics to 41.4 per cent of the families; chain drug stores to 22.8 per cent; department stores to 17 per cent; house-to-house salesmen to 9.9 per cent; grocery stores to 10.8 per cent; dime stores to 3.8 per cent; beauty shops to 1 per cent and 4.4 per cent used none.

Fewer Cans of Hash Bought

Corned Beef Type Used by 17.1 Per Cent Of Area Shoppers

There are fewer cans of corned beef hash on cupboard shelves in Fox Cities homes this year than in recent years of the Post-Crescent Consumer Buying Habit study.

Survey figures show that 17.1 per cent of area residents buy canned corn beef hash, compared to 17.9 per cent in 1955 and 19 per cent in 1956.

Fewer of the buyers are aware of what brand they bought this year—22.4 per cent, compared to 19.5 in 1955 and 11 in 1956.

All brands remained in their same relative positions in user-ship. Broadcast, the most-bought brand, is used by 42.5 per cent of buyers this year, compared with 52.6 in 1955 and 53.3 in 1956.

Armour, the second place brand, now is bought by 18.7 per cent, after 1955 and '56 percentages of 14 and 20.6. Hormel, in the third spot, is used by 10.7 per cent, compared to 9.3 per cent in 1955 and 7.9 per cent in 1956.

Broadcast and Armour are sold by all four area chain grocery stores. Hormel is sold in one.

Daily Uses 44 Miles of Waxed Paper in Ad

Norfolk, Va. —The Norfolk Virginian - Pilot used 240,000 feet—almost 44 miles—of waxed paper in printing a bakery's advertisement on the same type waxed paper in which the bread is wrapped. The paper cost \$3,326.40.

What's the Dark?

Milwaukee —"What's the dark?" asked Master Tom Riley, age 5.

"It's something that comes out in the middle of the night," answered his brother, Master Jim Riley, age 3.

Lipton's Takes First Among Tea Users

Lipton tea holds a wide lead over other brands used by Fox Cities families, the Post-Crescent's 11th annual consumer buying habit study reveals.

The tea has held a wide margin since 1954—this year is bought by 72.8 per cent of the users.

Second place went to Tenderleaf tea with a 9.7 per cent usership and third position was taken by Salada with 9.4 per cent usership.

Others, in buying order, were A and P, Jewel Tea and Red Owl. Of those contacted, 3.2 per cent said they didn't know what brand they used and 2.9 per cent named miscellaneous makes.

The survey also indicated 67.9 per cent of Fox Cities families were tea users.

Electric Range Lead Over Gas Increases

Hotpoint Remains Most-Used Brand Of Electric Range in Fox Cities Area

Electric cooking ranges took third and fourth place brands their greatest lead over gas kept their same positions in the ranges in the last five years, last year General Electric is this year's Post-Crescent Consumer Buying Habit study shows. One hundred per cent of Fox Cities residents use one of the two types of ranges, compared to 99.8 per cent in 1957.

Of the total, electric ranges are kitchen appliances for 75.1 per cent of area housewives, and third place brands have compared to 70.2 per cent last year. Gas ranges are used by 25.0 per cent.

The same brands lead in both categories again this year—Hotpoint in electric ranges.

Hotpoint in electric ranges. Roper is up to fourth place and Universal in gas. Hotpoint this year with a 5.7 percentage is used by 22.6 per cent of all after seventh place, 3.9 per cent last year) and Universal last year sixth at 4.5 per cent, is in the kitchen of 16.6 per cent of gas range users (17.3 per cent last year).

Electric Brands In electric ranges, second, ship percentage.

Red Dot Leads Potato Chips

Bought by Half of Fox Cities Users; Blue Star Second

When Junior takes a handful of potato chips from the picnic table, it's almost an even wager they're the Red Dot brand.

About half of Fox Cities potato chip eaters—49.1 per cent of them—buy Red Dot, the Post-Crescent Consumer Buying Habit study finds. Red Dot patrons have increased from just under 40 per cent in 1952.

The runner-up, Blue Star, is purchased by 25.5 per cent of the users. Like Red Dot, Blue Star's users have become more numerous since 1952, rising from 18.9 per cent.

Potato chips are widely used in the Fox Cities, according to the survey. A total of 82.2 per cent of area shoppers, or over four in five, say they buy chips.

Mrs. Drenk's, a brand purchased by one-fifth of users in the 1952 study, has dropped to 8 per cent this year. It is the third most used label.

Note Upturn in Polio Incidence

Washington —The U.S. Public Health service, noting an upturn in polio cases, urges people under 40 who haven't had polio shots to get them at once.

Dr. Leroy E. Burney, U.S. surgeon general, said Sunday the week ended July 19 marked the first time this year the number of paralytic cases has exceeded those for the comparable week in 1957. The total for the week was 52, the highest for any week this year, compared to 50 for the like week last year.

Noting in a statement the polio season is just starting, Burney said the incidence of the disease has varied through the years, even before development of Salk vaccine.

If this should prove to be a year of natural high incidence, he said, there might be many cases among the 55 per cent of the population under 40 who are not fully vaccinated.



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in the Fox Cities . . . **BUYING KENMORE** These families get more for their washing dollar!

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FAVORITE BRANDS

AIDA DAYS

*Chosen by more housewives in the Fox Cities than any other automatic washer. Kenmore receives the 1958 Post-Crescent Consumer Buying Habit Study "First Choice" Oscar for washing more clothes in the Fox Cities during the 11th annual survey.

Presented by Mrs. Fox Cities

First in Preference in 1958

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No Wonder - KENMORE HAS ALL THE WANTED FEATURES

Kenmore Automatic Washer
WON'T SET WRINKLES
IN-WASH-N-WEAR FABRICS

NEW FOR
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Kenmore Automatic Dryer
ADJUST HEAT AND TIME
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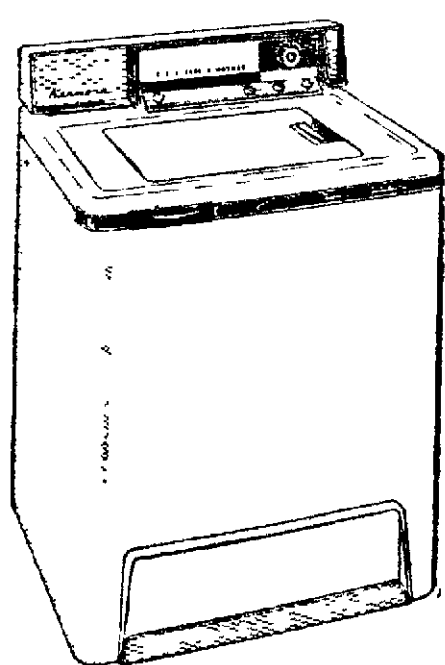
Put Both In Your Home For

\$10 DOWN

Built-In Filter

3-Cycle Washing

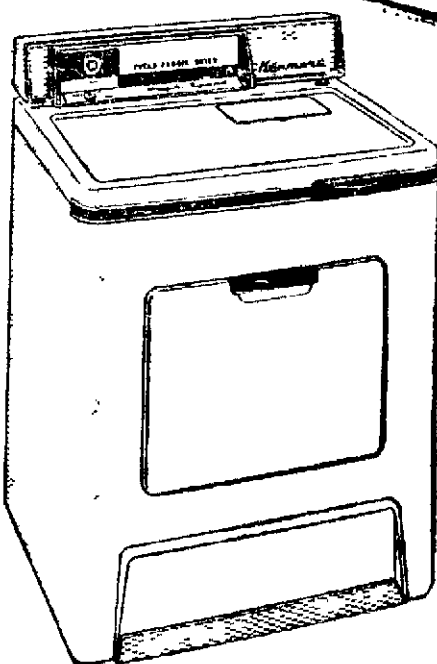
2-Speed Washing



Hi-Speed Drying

3-Cycle Drying

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There's
A Kenmore WASHER and DRYER
to Fit
Anyone's Budget

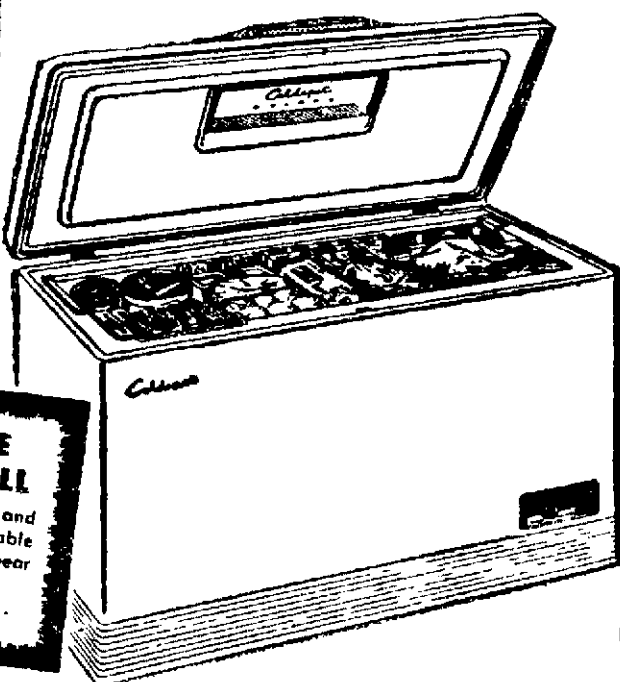
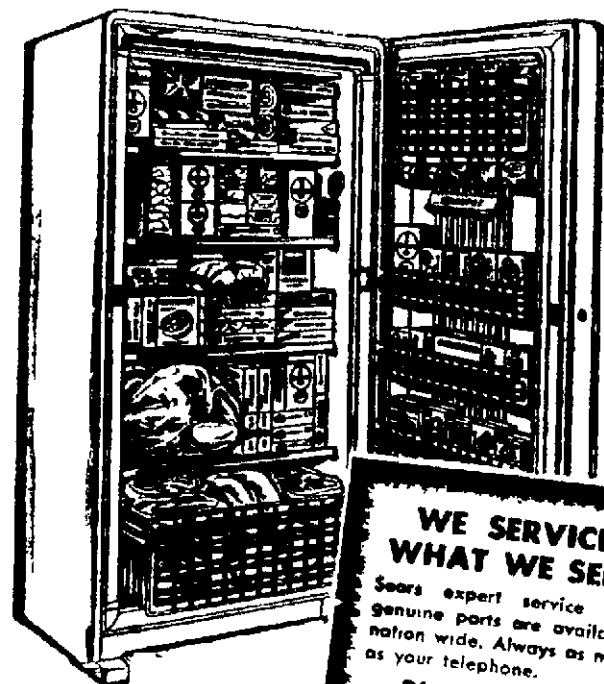
Year After Year Coldspot Home Freezers Are Preferred Over All Others in the Fox Cities

First Choice . . . Again!

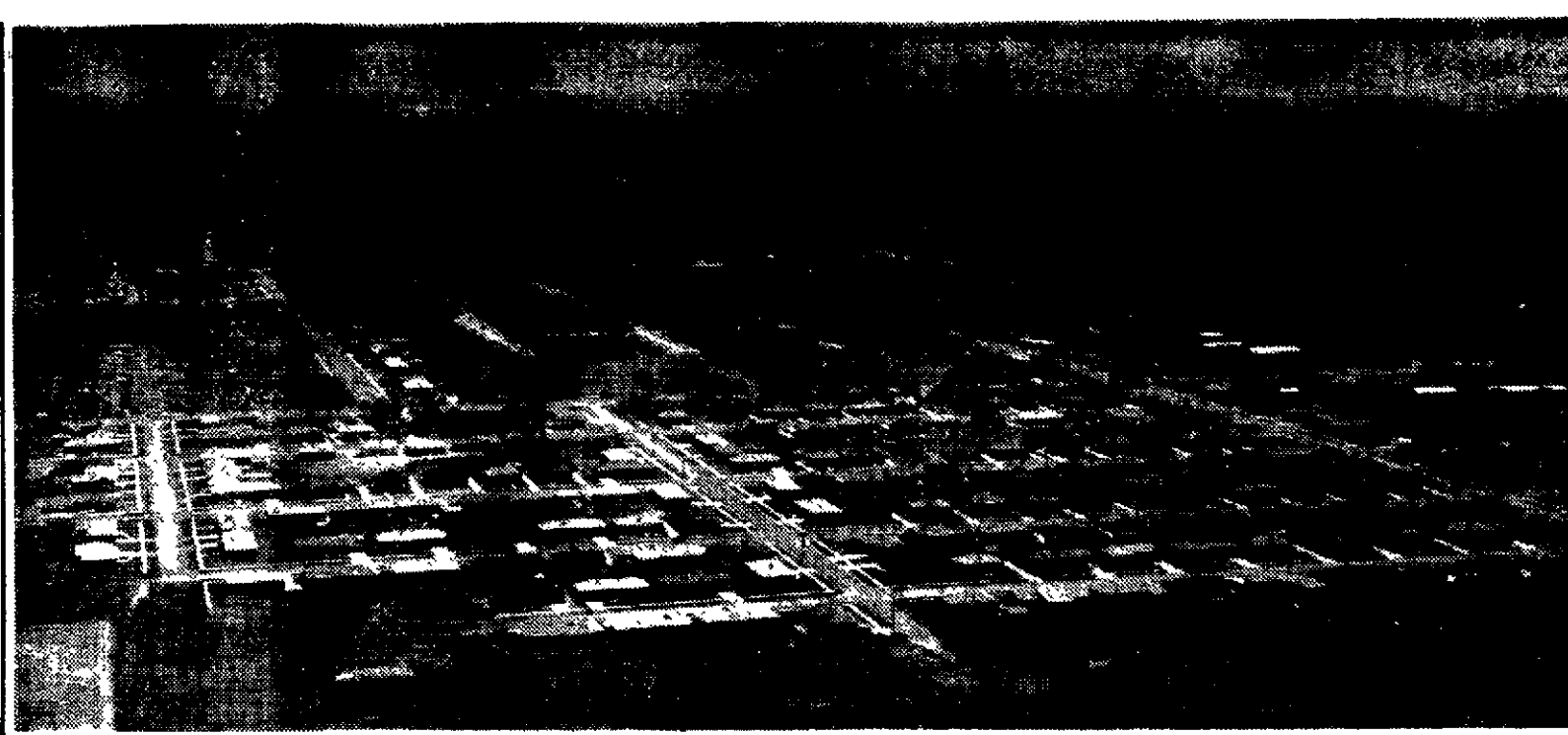
Sears Coldspot surpasses all other brands in consumers' preference . . . Thus receiving the "First Choice" Oscar for 1958

Upright or Chest Type

\$10 DOWN ONLY



WE SERVICE WHAT WE SELL
Sears expert service and genuine parts are available nation wide. Always as near as your telephone.
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This View Looks South on Appleton's Gillett Highlands development on the city's far northwest side. The Highlands is a typical Fox Cities residential area. Such a typical area, the Post-Crescent's 11th annual Consumer

Buying Habit Study shows, features 84.9 per cent of the families owning their own homes; 87.6 per cent of the homes of the single family type, and 59.6 per cent of the homes heated with oil. (Post-Crescent Photo)

Fox Cities Families Own Their Homes, Reside in House Alone

Most Use Oil for Heat, but Have Electric Water Heaters

Fox Cities families, by an overwhelming percentage, own their own homes and live in their houses by themselves.

Nearly 60 per cent of them heat their homes with oil, but almost 54 per cent have electric hot water heaters.

Those who use oil have yet to pick a big leader. Standard has 12 per cent of the market and the next two leading brands, Shell and Skelly, 9.6 per cent.

Exactly 84.9 per cent of the families own their own home, the Post-Crescent's 11th annual Consumer Buying Habit study shows. This compares to 82.3 per cent last year, 86.8 per cent in 1956, 85.5 per cent in 1955 and 86.4 per cent in 1954.

1-Family Homes

The percentage of 1 - family homes is 87.6. This compares to 87.2 last year, 88.4 in 1956, 90 in 1955 and 88.9 in 1954.

Two - family dwellings also are on the increase slightly. The percentage this year is 10.4, compared to 10.1 last year, 8.2 in 1956, 8.7 in 1955 and 9.5 in 1954.

The number of 2-family apartments is equal to .7 per cent, compared to .2 per cent last year, 1.4 per cent in 1956, 6 per cent in 1955 and .3 per cent in 1954.

Three-family apartments follow a similar pattern, with the number this year equal to .7 per cent. This compares to 1.4 per cent a year ago, 1.2 per cent in 1956, .4 per cent in 1955 and .5 per cent in 1954.

House Trailers

Four-family apartments are about the same as other years, on the average, with the number equal to .4 per cent. This compares to .8 per cent last year, .3 per cent in 1956, .2 per cent in 1955 and .5 per cent in 1955.

Single family apartments are decreasing, with the number equal to .1 per cent compared to .2 per cent last year and .3 per cent in 1956.

The survey this year also indicated the number of house trailers is equal to .1 per cent. Statistics for other years are not available.

Oil is still king among fuels, but its reign is less firm than a year ago. The survey shows 59.6 per cent of the homeowners use oil, a decrease over the 65.3 per cent a year ago. In 1956, oil's share of the market was 58.7 per cent; in 1955, 59.4

per cent, and in 1954, 61.4 per cent.

Coal, which slumped in favor a year ago, regained some of its lost position. The survey shows 25.3 per cent of the homeowners use coal, compared to 22.4 per cent a year ago, 30 per cent in 1956, 29.3 per cent in 1955 and 30.3 per cent in 1954.

Gas On Upswing

Use of gas continued on the upswing, with 14.3 per cent of the homeowners reported using it. This compared to 12.2 per cent a year ago, 10.3 per cent in 1956, 10.6 per cent in 1955 and 7.3 per cent in 1954.

One per cent of the homeowners use wood for fuel compared to 8 per cent in 1957, .6 per cent in 1956, .2 per cent in 1955 and .8 per cent in 1954.

Three per cent use electricity for fuel. There are no statistics available on its use in other years.

Coke is used by .2 per cent of the homeowners, the same as 1957, compared to 8 per cent in 1956, .4 per cent in 1955 and 7 per cent in 1954.

Exactly 53.8 per cent of the homeowners use electric hot water heaters. This compares with 54 per cent last year, 68 per cent in 1956, 50.9 per cent in 1955 and 52.9 per cent in 1954.

Other Heaters

Gas hot water heaters are the next favorite type, with 25.2 per cent of the homeowners using them. This compared to 24.9 per cent a year ago, 14.6 per cent in 1956, 23.2 per cent in 1955 and 18.8 per cent in 1954.

Oil burning hot water heaters are used by 18 per cent of the homeowners, compared to 18.5 per cent a year ago, 11.8 per cent in 1956, 20 per cent in 1955 and 21.5 per cent in 1954.

Coal for hot water heaters is employed by .6 per cent of the homeowners, compared to .8 in 1956, 1.7 per cent in 1955 and 4 per cent in 1954.

Those who said they don't know what they use or haven't any device for hot water heating equaled 2.4 per cent.

In listing fuel oil brands, 10.7 per cent didn't know their brands or failed to mention one of the 17 brands with larger markets.

Other oil brands and their per-

Sees Segregation as Protestant Problem

Collegeville, Pa. — A Southern theologian says that the racial issue is primarily a Protestant problem because segregation is strongest in the Bible-belt region where Protestantism is strongest.

The Rev. Dr. R. L. Shinn, of Vanderbilt university, Nashville, Tenn., told a laymen's conference here that he rejected any "suggestion that Southern people are more wicked than people elsewhere," but he added:

"To the extent that the church of the South represent a cultural religion, they are likely to support segregation. To the extent that they bring Christian judgment upon culture, religion, they protest . . . the injustice of segregation."

The Law and You

Debt Payment Plan Possible For Time-Purchased Goods

Many families buy goods on time payment plans, incur other debts, and suddenly find their weekly or monthly payments are too much for them. This may be because of unexpected illness, unemployment, a cut in overtime, or heedless surrender to high pressure salesmanship.

Personal bankruptcy is always an unpleasant way out and may even be unavailable in some cases. Usually the debtor really wishes to pay off the money he owes.

Is there anything else he can do?

In many cases there is. Federal law provides for a wage earner's plan for payment of debts where the debtor has an annual income of less than \$5,000 and is employed for wages, salary, or hire.

Prepares Plan

The wage earner's attorney prepares a plan under which the wage earner will pay a certain portion of his income each

centages of the market; Socony Mobil, 9.1; Zephyr, 7.9; Deep Rock, 6.6; Sinclair, 6; Cities Service, 5.7; D-X, 4.1; Texaco, 4; Vedol, 3.1; Co-op, 2.7; Midland Co-op, 2.3; Phillips and, Pure, 2.1 each; United, 1.9; Clark, 1.7.

Austrians Win Oil Reparations Cut From Soviets

Moscow — Austrian Chancellor Julius Raab left Moscow today after a 1-week visit during which he won a 50 per cent reduction in oil reparations to the Soviet Union.

Soviet Premier Khrushchev, went to Moscow airport to wish Raab a jovial goodbye.

In a brief speech, Khrushchev said he was especially pleased that he and his visitor had reached unanimity of views on a wide range of international subjects. The Austrians said before they came to Moscow that they would discuss only Soviet-Austrian relations with the Kremlin leaders and would resist any attempt to be dragged into discussion of international problems.

The Austrian independence treaty signed in 1955 committed Austria to supply 10 million tons of oil to Russia as reparations by 1965. The reduction was the chief object to Raab's visit.

month to a trustee for a certain period of time. Usually this is no longer than three years. The trustee is then to pay the money out among the creditors who have money coming from the wage earner.

The plan is submitted to all the creditors and to the federal district court. If it is approved in writing by the creditors, a referee in bankruptcy will generally confirm the plan and appoint a trustee. Frequently, the wage earner then has his wages paid directly to the trustee who makes partial payments on the debts according to the plan and pays the remainder to the wage earner.

The plan aids the debtor by halting garnishment actions against his paychecks and sometimes allowing him to keep goods that are partially paid for. It gives the creditors a chance to collect the debt without the heavy expense of placing the debt with a collection agency. They will frequently prefer it to a bankruptcy case in which they may collect little or nothing.

(The State Bar of Wisconsin offers this column to inform, not to advise. Facts may change the application of the law.)

Legendary British Chief Judge Retires

London — With the retirement this year of Lord Chief Justice Goddard, Britain will lose a legend—an English judge who reads Dickens, thinks criminals ought to be flogged, and enjoys telling spicy jokes.

At 81, spry, wiry Lord Goddard still comes bustling into courtroom adjusting his long white judge's wig.

"Your appeal is of an important nature," he will chastise one lawyer. Or he will answer scathingly: "Am I correct in thinking you are going to make what I might call the usual defense?"

Concern for Little Man

He has a painstaking sympathetic concern for the rights of the little man. As lord chief justice he presides over the entire administration of the common law courts, but he personally hears cases that may seem trivial. Britain's lord chief justice hears ordinary civil and criminal cases along with the other judges of the queen's bench.

Though Goddard is endlessly patient when he senses an injustice, he does not believe in light sentences once guilt has been proved.

"I have never understood," he said once, "how the criminal law could be a deterrent unless it were also punitive. I believe we have thought too much of the criminal and not enough of the victim."

Advocates Flogging

Hence his much criticized advocacy of flogging for certain types of criminals, and his belief in capital punishment of convicted murderers.

A widower, he lives alone and seldom goes out except to visit his grandchildren.

It's a treat when he does go to a party. His repertoire of all-male jokes is the envy of professional London. He is not as choosy about wines as he once was—in younger days he would take his own wines with him to a dinner party if he was not acquainted with his host's cellar.

Labor Appointee

Goddard was appointed lord chief justice by the labor government in 1946.

He has been distinctly non-political, though by no means above criticism. He personally hears any cases that might have political significance, so that any criticism will be of him and not a lesser judge.

"They can say what they like about me," he says, "but at least I'm honest!"

Protest Exposure Of Japanese Ships To U. S. Radiation

Tokyo — Foreign Minister Aichihiro Fujiyama said in parliament today Japan will file a strong protest to the United States and ask appropriate compensation for two Japanese coast guard ships and crews reportedly exposed to radiation outside the Eniwetok danger zone.

Fujiyama spoke in reply to opposition socialist questions in the foreign affairs committee of the (lower) house of representatives.

Haruki Mori, foreign ministry American affairs bureau chief, told the committee the vessels Takuyo and Satsuma were snowed with radioactive rain particles 937 miles west of the announced Eniwetok atoll danger zone. The Japanese coast guard had said June 14 that contamination occurred 180 and 330 miles west of the zone.

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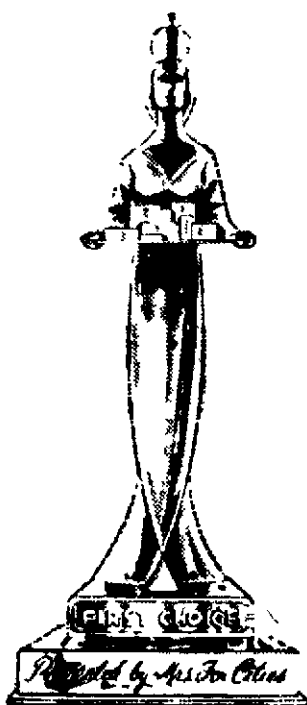
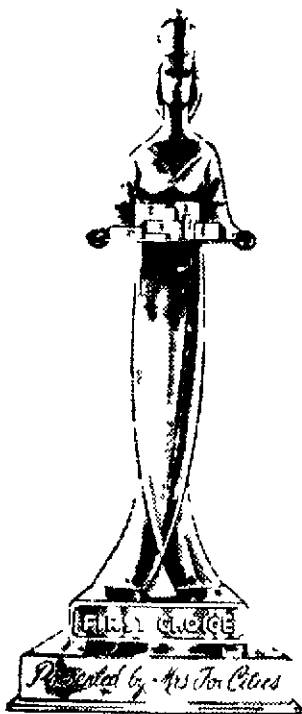
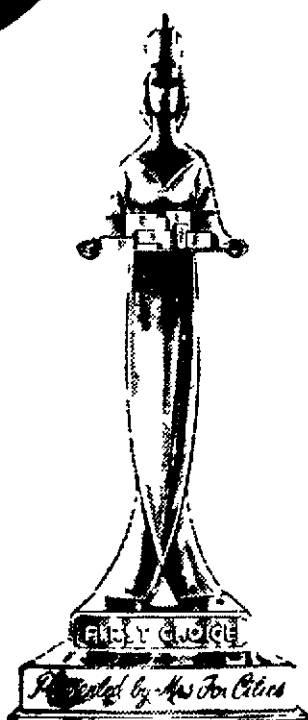
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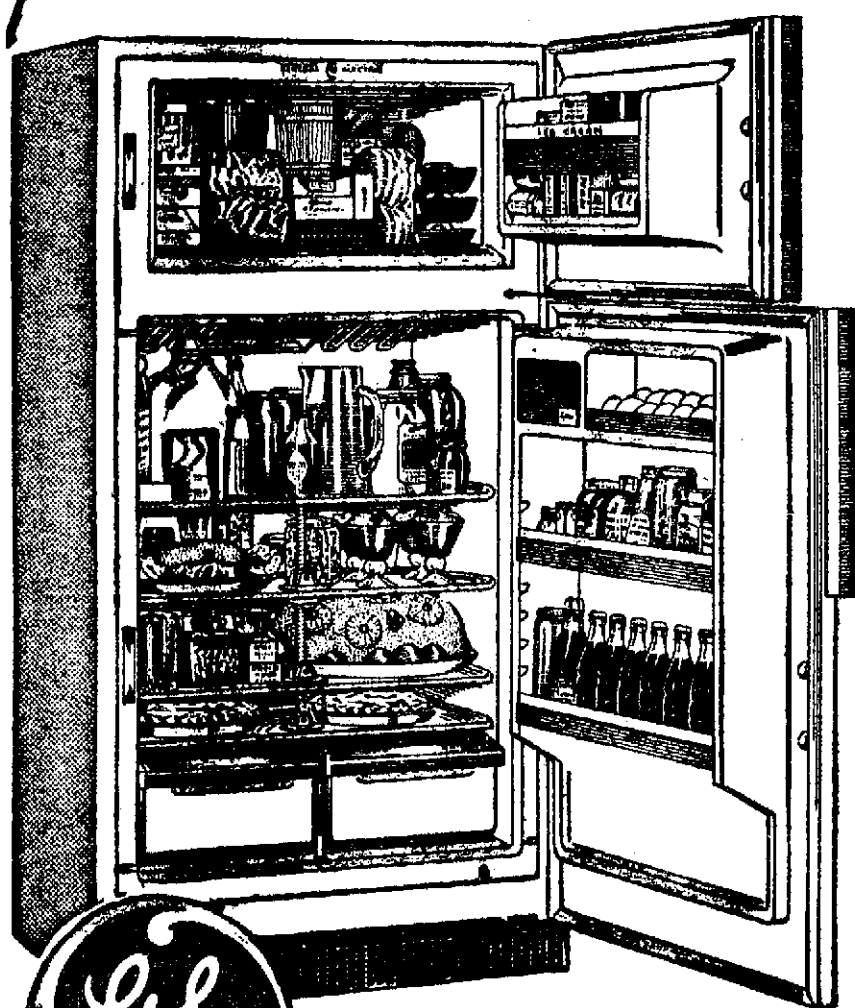
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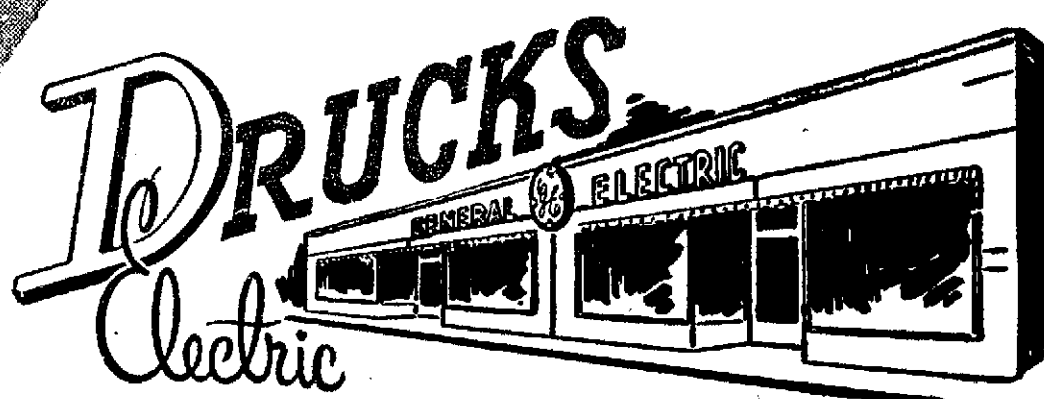
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General Electric is first in refrigerator ownership in the 1958 Post-Crescent Consumer Buying Habit Study! The study showed that General Electric refrigerators are owned by 17.9% of the people surveyed, more ownership than any of the other brand names in use in the Fox Cities.

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MENASHA



Almost Half of All Appleton Food Shoppers Shop at KRAMBO...

47.3% of the Appleton Food Shoppers stated they preferred to shop at Krambo Food Stores for most of their foods, according to the 11th Annual Consumer Habit Buying Survey, published by the Appleton Post-Crescent.

**That's Right . . . Practically as Many Appleton
Food Shoppers Prefer Krambo as Prefer All the
Other Food Stores Combined.**

There are many factors which have combined to earn this overwhelming food shopping preference for Krambo. Fine quality certainly rates near the top because no other food store features more nationally-known, fine quality, brand name foods.

Krambo Meats are also unexcelled for quality because every piece of beef is government graded and stamped USDA CHOICE.

Shoppers know they get greater value at Krambo because of the well established "every-day low price" policy. They appreciate the larger selections Krambo provides and they like the warm, friendly, helpful service. If you're not now a Krambo customer find out for yourself what you've been missing. You'll do better all around at Krambo. That's why Krambo ranks 1st in the Fox Cities.



Krambo rates FIRST in the survey for food stores . . . but more than that (almost without exception) every item found to rank first in this area is found at Krambo.

KRAMBO *Food Stores*

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Almost Everyone In Fox Cities Area Buys Fresh Milk

Food Item for 99 Per Cent of Residents; Fairmont Leading

Some call it the world's most perfect food. And as in past years fresh milk is a food item for nearly everyone in the Fox Cities area — 99.1 per cent buy it.

Buyership figures for the product that's the pride of the dairy state are very much the same in the three geographical divisions of the Post-Crescent Consumer Buying Habit study. In Appleton alone, 99.2 per cent buy it, in Neenah-Menasha 99 per cent and in the area of Kaukauna, Kimberly, Little Chute and Combined Locks, 99.1 per cent.

In the total survey figures, Fairmont again leads, as it has for the last five years, this

year with a user percentage of 25.4, compared to last year's 24.9 per cent.

Also keeping a rather constant position is Morning Glory, again second and bought by 15 per cent of users after 15.3 per cent last year.

Gear has kept its 8.1 per cent of last year but this year has displaced Quaker for the third place berth. Quaker now is tied with Meadowview for fifth with a 7.2 percentage. Hietpas, fifth last year at 7.3, is now fourth at 7.8.

Broken down geographically, the figures show Fairmont leading other milk brands in Appleton, where it is bought by 32.2 per cent and in the "down river" communities, where it is used by 27.8 per cent of the total buyers, a rise from 20.4 last year. In 1957 it was bought by 34.1 per cent in Appleton.

Both areas also rate Morning Glory second, a rise from third place and from 13.3 to 17.2 per cent in several communities last year. It is bought by 17.7 per cent in Appleton, after 18.7 per cent last year.

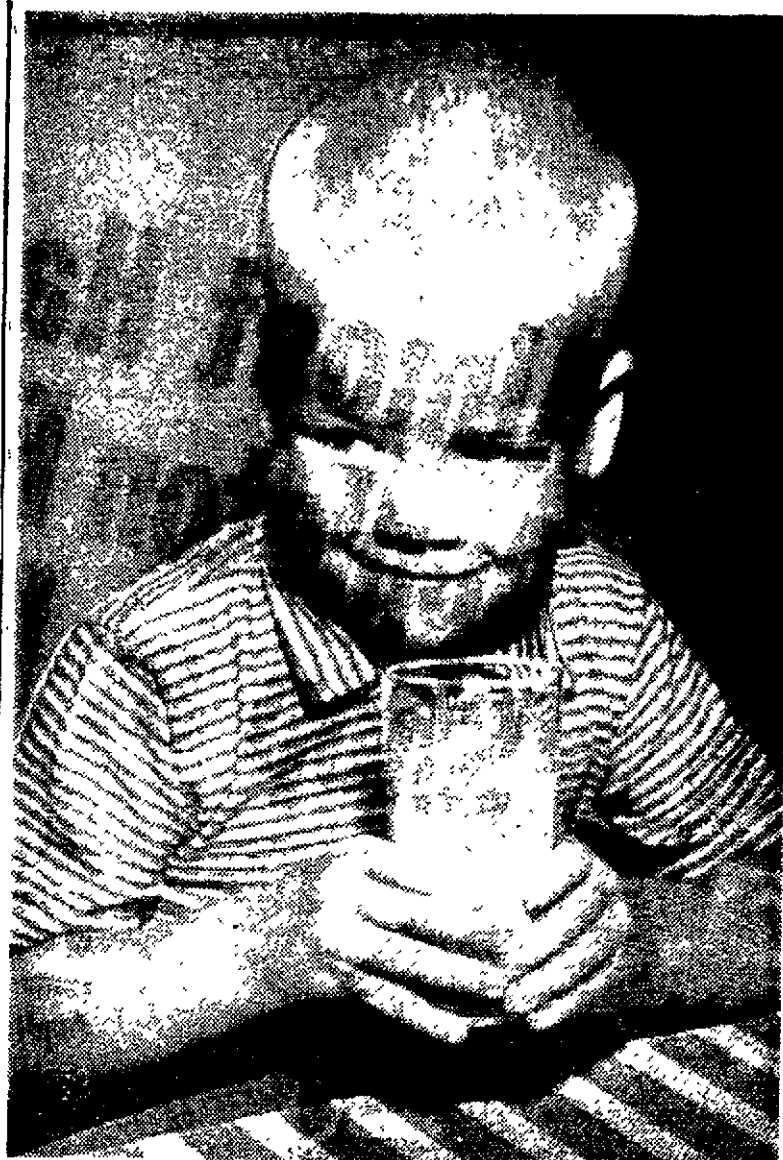
Quaker Third

Quaker again is in third place in Appleton, with 12.3 per cent of the buyers using it. Hietpas has displaced Utschig, now in sixth place, in the fourth place slot with 11.2 per cent and Schaefer remains fifth at 9.6 per cent.

In Kaukauna, Kimberly, Little Chute, and Combined Locks Lamers milk now is third with a 16.3 percentage, after 15.4 per cent of users last year. Klein's, sixth last year with 9.2 per cent, now is fourth with 12.3 per cent. Hietpas is fifth with a buying percentage of 11.5 per cent.

In Neenah-Menasha, Gear again is the most-bought brand at 25.8 per cent, although Meadowview is close behind at 23 per cent. Both brands held their same positions last year, with percentages of 26.5 and 18.4.

Galloway Golden Crest milk again is third, purchased by 16.7 per cent of Twin Cities residents, compared to 14.8 per cent last year. Fairmont is fourth this year with 12.8 per cent of the buyers compared with 12.3 per cent last year and Marten in fifth with 11.7 per cent, after 13.9 per cent last year.



Like Nearly Everyone Else in the Fox Cities, 5-year-old Bense Wright, is a consumer of fresh milk. Here the youngster, the son of Dr. and Mrs. Frank Wright, 1911 N. Racine street, enjoys a big glass of it. (Post-Crescent Photo)

Usership Rises

National Biscuit Leads Cracker, Cookie Brands

When a Fox Cities youngster nibbles on a graham cracker, soda cracker or packaged cookie between meals, chances are fair that at least one of them is a National Biscuit product.

Usership of each of these three products has increased in the last five years, the Post-Crescent consumer buying habit study shows, and in two of the three types National Biscuit has increased its lead.

Of the three cookie and cracker categories, the biggest buyership increase is in packaged cookies, now bought by 63.0 per cent of area residents. National Biscuit is bought by 25.9 per cent of total buyers, a drop from its 1957 percentage of 28.7.

Rippin' Good, now second at 21.5 per cent, jumped from third and 8.8 per cent last year.

Johnston Third

In the third place position is Johnston, at 19.8 per cent, last year second at 20.9. Flavor Kist,

last year sixth at 5 per cent, now is fourth at 6.1, and Sawyer is down from 6.9 and fourth to 5.6 per cent and the fifth place berth.

National Biscuit took its biggest leadership jump—from 42.1 per cent of total buyers in 1953 to 53.8 this year—in graham crackers. In this category usership increased from 81.3 per cent of residents to 82.9

Both second and third place brands recorded drops but kept their same rank. Johnston, in 1953 bought by 18.1 per cent of the total buyers, this year was picked off shelves by 10 per cent. Schulze-Burch recorded a percentage of 8.7 this year after 17.8 in 1953.

In fourth place is Kroger at 5.1 per cent, not on the market in 1953. Sawyer, the number five brand this year at 3.8 per cent, had a percentage of less than 1 in 1953.

Usership Gain

Soda crackers, also back on the study this year for the first time since 1953, show a gain in usership from 94.5 per cent of area residents to 96.8 this year. In the 5-year period National Biscuit has increased its lead from 29.4 per cent of total buyers to 38 per cent.

Second, third and fourth place brands have kept their same positions though with fluctuating percentages. Schulze-Burch is second with 18.7 per cent after 27.9 in 1953, Johnston third with 10 after 12.4 in 1953 and Salerno third at 7.8 after 4.5 in 1953.

Sawyer is up from sixth to fifth place with a jump of 1.3 to 5.3 per cent.

National Biscuit is the only brand sold at all four area chain grocery stores.

More Shoppers Buy Salad Oil

Wesson Leads Field For 2nd Year; Mazola In Runner-Up Spot

More Fox Cities shopping bags contain a container of salad oil these days.

Users of salad or cooking oil have grown from 63.3 per cent of area shoppers in 1954 to 71.7 per cent this year, the eleventh annual Post-Crescent consumer buying habit study shows.

Two out of five of them — 40.3 per cent — say they buy the leading brand, Wesson oil. Wesson tops the field for the second year in a row after taking over the reigning spot last year.

Runner-up in the current survey is Mazola with 31.2 per cent of the market, higher than its 27.9 per cent in 1957, but less than its first-place 45.7 per cent four years ago.

Third Place

Another 17.4 per cent of the salad oil patrons name Kraft as their brand. The third-place label has shown a steady loss of backers since 1955, when it bit into Wesson and Mazola's share of sales with a striking rise from 7 to 26 per cent.

It's not hard for the housewife seeking salad or cooking oil to find the brand she wants, the survey reports. Of the five brands listed by area homemakers, the top four can be found in any of the four chain grocery stores in the Fox Cities.

Standard Retains First Place With Gasoline Buyers

About one automobile owner in five in the Fox Cities fills his car tank with Standard gasoline.

The eleventh annual Post-Crescent Consumer Buying Habit study shows, as it has every year, that Standard gasoline is purchased by more people than any other two brands combined.

Fifteen other brands were mentioned by more than 1 per cent of the housewives contacted in the survey. Clark is purchased by 8.4 per cent of gasoline buyers, Sinclair by 7 per cent, Cities Service by 6.1 per cent and Mobilgas by 5.8 per cent. Other often-bought brands include Shell, D-X, Skelly, Zephyr, Pure, Phillips, Consolidated and Texaco.

Clark has been in second place consistently and only minor variations of position have occurred among other brands in the last five years, indicating that automobile owners have a fairly set pattern in gasoline buying.

About one woman in five questioned did not know the brand of gasoline used in the family car. That percentage hasn't changed much in the last five years, either.

Array of Dinosaurs Assembled in Library

Bound Brook, N. J. —(AP)—Mr. and Mrs. Louis Wisbeski are living in the past—150 million years in the past—with a collection of prehistoric plaster-of-paris reptiles.

The Wisbeskis, assisted by 40 young craftsmen, have assembled a formidable array of dinosaurs in the children's reading room at the Bound Brook Memorial library.

Ban Tops List Of Deodorants

Bought by 24.9 Per Cent After 3 Years on Market

After three years on the Fox Cities market, Ban leads the field of underarm deodorants, bought by 24.9 per cent of the 93.5 per cent of area residents who use underarm deodorants.

Ban's rise has been from 1.5 per cent of users, 13th in its department in its first year on the market in 1956, and second place last year, with 18.8 per cent of users, as shown in the Post-Crescent Consumer Buying Habit survey.

Arrid, now second after being replaced in the top berth, is bought by 20.2 per cent of users, compared with its 19.2 percentage last year.

This year's third place deodorant is Mum, which was third last year, too. It was the choice of 15.3 per cent of users this year, after 15.2 per cent last year.

Up from seventh place in 1957 to fourth this year is Fresh, with a percentage rise from 5.9 to 7.1. Mennen has kept its fifth place spot and is bought by 7 per cent of users, after 6.5 per cent last year.

All five of the top brands are sold by all four area chain grocery stores.

Taxi Driver Returns \$2,300 Left on Seat to Bewildered Passenger

Washington —(AP)—Taxi driver Melvin James let a woman passenger off at a downtown bank and drove off.

Some six blocks away he saw a large purse on the back seat, and hurried back to the bank. The woman wasn't there.

He looked into the purse. It contained \$2,300 in cash.

James searched the nearby area and found the woman, standing bewildered in the middle of the sidewalk.

"She said the \$2,300 belonged to her recreational club's funds," said James. "The loss had hit her hard. She didn't even know what kind of a cab she had been in."

Any reward?

"No, she was so flustered I guess she forgot."

Fewer Fox Cities Housewives Use Dry Milk, Survey Shows

Fresh milk seems destined to an uninterrupted reign in the Fox Cities area of the dairy state, but non-fat dry milk solids show a 20 per cent drop in usership in the last year.

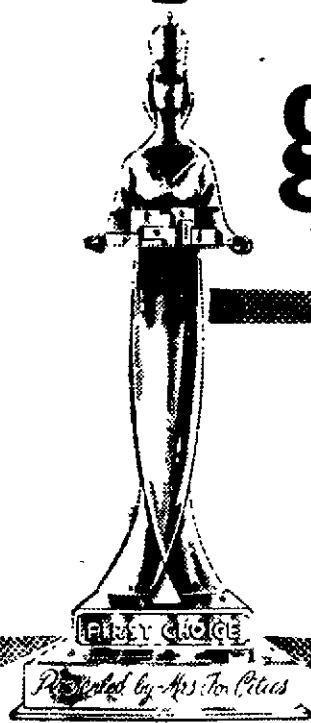
Last year bought by 25.9 per cent of the area population, dry milk now has a 20.7 percentage, according to the Post-Crescent Consumer Buying Habit study.

The brand used by most people, Carnation, was the choice of 70.4 per cent of users in 1957 still is used by 68.1 per cent of buyers. Pet, still in second place, is used by 15 per cent of

the total buyers. It was the choice of 11.8 per cent last year.

White House, up from its 1957 fifth-place berth to third, now has a 4.2 percentage usership after 2.9 per cent in 1957. Starlac, down from third to fourth, dropped in usership from 7 per cent to 3.5 per cent. The Kroger brand has risen from less than 1 per cent to fifth place, bought by 3.1 per cent of users.

Carnation and Starlac are available at all four of the area chain grocery stores. Pet at three, and the other two name brands at one each.



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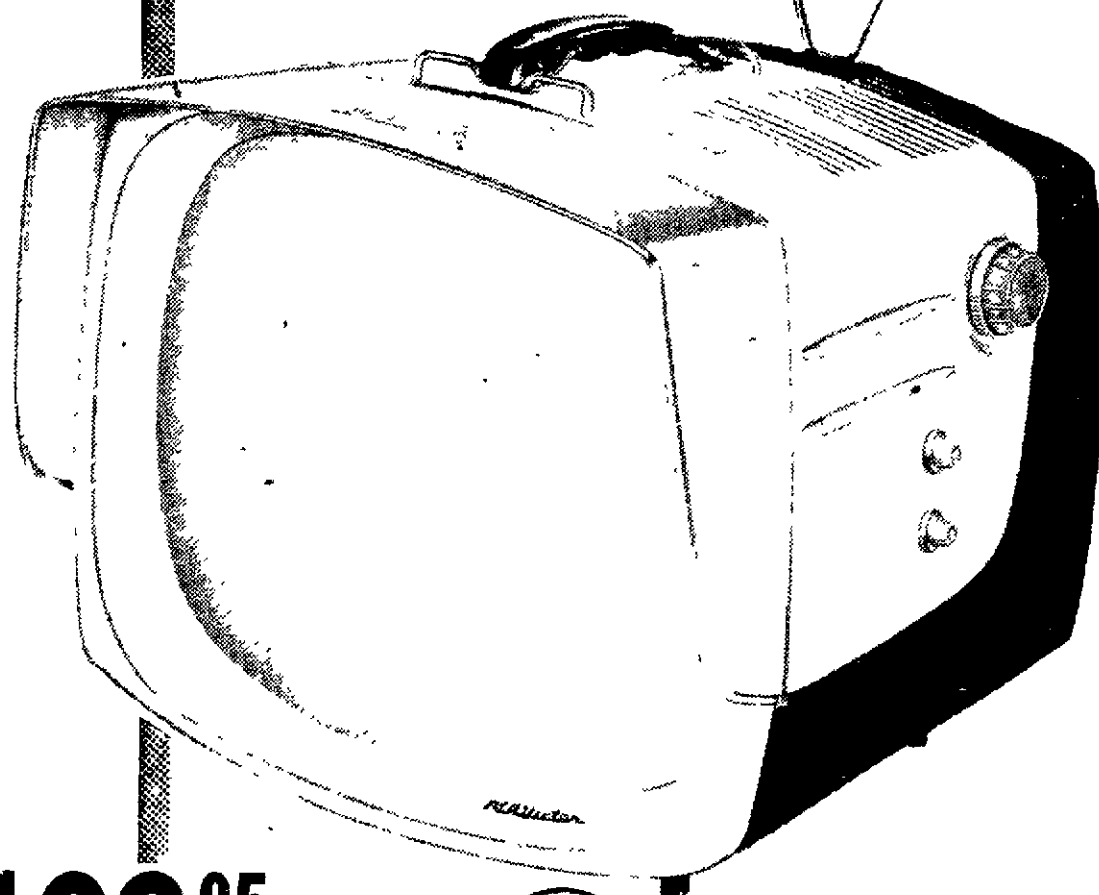
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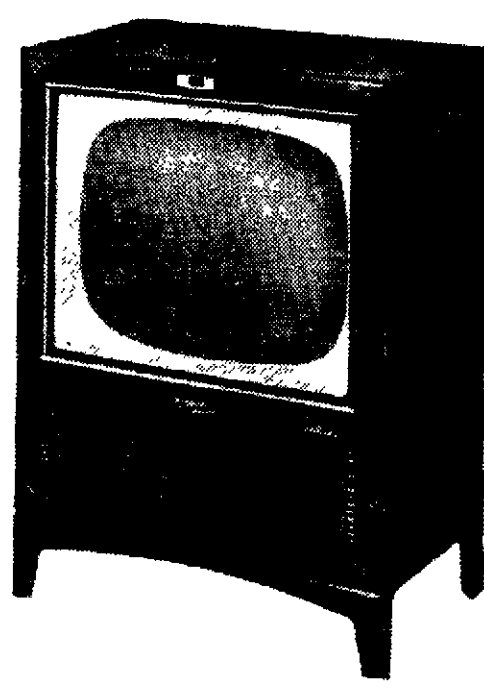
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EVERY YEAR MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TV

Fox Valley Brands Dominate Market In Paper Products

Kleenex Most-Used in 3 Classes; Northern Tops in Toilet Tissue

Fox Cities shoppers usually stick to locally made brands when they're buying paper products.

Buying habits tend heavily toward labels put out by Fox Cities paper plants in toilet tissue, facial tissue, paper napkins, paper towels and waxed paper, the Post-Crescent Consumer Buying Habit Survey finds. In all five categories, the leading brand — and in most cases the second-place brand — are area products.

Dominant among local labels with large Fox Cities followings are Kimberly-Clark corporation's Kleenex and Northern tissues, made by the Marathon

division of American Can company at Menasha.

Kleenex tops the paper towel, paper napkin and facial tissue markets by sizeable margins, with an especially commanding lead among facial tissue brands. Northern holds the second-place spot in paper napkins and paper towels and reigns over the toilet tissue field.

Not many Fox Cities shoppers turn thumbs down on Kleenex when they're searching for facial or cleansing tissue. Just over seven of every ten facial tissue users buy the local brand, and the figures for tissue use have shown this same picture for many years. None of the five other brands listed account for more than one-tenth of the market.

Mrs. Fox Cities' shopping list looks about the same for both paper towels and paper napkins, the survey finds. Kleenex is clearly the leader in both fields with 40.4 per cent of the paper towel market and 40.2 in napkins.

Changed Since '57
But the Kleenex story has changed since last year. The Neenah firm's brand claimed a smaller portion of sales in each category in 1957: A second-place 28.8 per cent in towels and 34.1 per cent in napkins.

Northern is the runner-up in both cases with a backing of about one in four paper towel consumers and about one in five paper napkin users. The Menasha label has dropped about 10 percentage points in towel users since 1957, when it held the first place position.

A Green Bay paper firm produces Charmin, the area home-maker's third most-used brand in toweling and napkins. Among paper towel patrons, 11.2 per cent named Charmin. It accounted for 12.4 per cent of the napkin market.

Garden, Tuttle
Two other area products — Garden, made by the Wisconsin Tissue company, Menasha, and Tuttle, put out by Appleton's Tuttle Press — figured in napkin sales with 2.3 per cent and 1.1 per cent respectively.

It's a close 3-way battle in the toilet tissue field. Northern has an edge at 32.1 per cent, but its dominating lead of over 50 per cent two years ago has been cut. Trailing just behind are Delsey — another K-C label — and Charmin with about 27 per cent each.

Nearly three of every four waxed paper consumers look for one locally manufactured brand on the shelves of area stores. Marathon's Waxtex, high brand in the field for many years, is tops again with 73.7 per cent of the market. It outdistances the nearest competitor, Cut Rite, by over 65 per centage points.

As might be expected, paper products are found in a great majority of area homes. Toilet tissue couldn't be much more common—it's used by 99.8 per cent of Fox Cities families. Figures for the others: waxed paper, 88.8 per cent; paper towels 59.8 per cent; paper napkins, 90.6 per cent, and facial or cleansing tissue, 95.5 per cent.

Oscar Mayer Tops Market in Fresh Wieners

Claims Following of One-Fourth Fox Cities Hot Dog Consumers

When it comes to the old American institution of the hot dog, more Fox Cities housewives turn to Oscar Mayer than any other single brand.

About one in four area home-makers buy Oscar Mayer, according to the Post-Crescent consumer buying habit survey. Long the top label, Oscar Mayer captured 24.4 per cent of the fresh wiener market this year, a decrease from 30.9 per cent two years ago.

All local meat dealers brands combined claim a backing larger than any single label. Families numbering 30.7 per cent of the wiener-eating crowd use franks put out by their local dealers.

Local Labels Drop
But the trend is away from independent labels. Usership of the area products has dropped from 41 per cent five years ago.

Families that turn thumbs down on wieners are few, the survey shows. Hot dogs continue to be widely used, with 83.7 per cent of Fox Cities shoppers numbering wieners among their purchases.

A fairly high percentage of them don't know what brand they buy, however. A full 13.8 per cent of wiener users told interviewers they couldn't name their brand.

Peter's Second
Peter's, a brand with little noticeable area patronage in recent years, took over second place among single labels this year as the choice of 9.2 per cent of buyers. Peter's rose from less than one per cent in 1957.

Wiener users named eight other brands, but none had the backing of more than five per cent of Fox Cities shoppers.

Some Days Like That

Nogales, Ariz. —(P)— At a local dance, the 10 gallons of gasoline door prize went to a gas station operator. It was a competitor's brand.



An AIDA Award is Presented to the Krambo Food stores which led as the outlet for grocery purchases in the Post-Crescent Consumer Buying Habit study. From the left are David Lindsey, Post-Crescent promotion manager; Clarence Kramlich, chairman of the board of the food stores; Arthur Piepenburg, Krambo advertising manager, and Henry Starck, Post-Crescent retail advertising manager. According to the study, 36.4 per cent of Fox Cities women shop at the Krambo stores. (Post-Crescent Photo)

AIDA Awards Given to Top Products

The AIDA statuette certificate, an honor that can be won only by consumer acceptance, will be awarded to companies whose products have ended up in first place in each classification in the Post-Crescent consumer buying habit study.

AIDA means the product has gained the greatest Attention in the Fox Cities, aroused maximum Interest, produced the greatest Desire for ownership and has resulted in the greatest consumer Action.

The Post-Crescent is awarding the certificates, the highest tribute the consumer can pay a product, to all companies who rate first places.

Awards are going out under the name of Kenneth E. Davis, general advertising manager.

Pair Much Alike, but Differ Widely Politically

Honolulu —(P)— Robert Cates, Oahu county Democratic chairman, and Edward Johnston, Oahu county Republican chairman, are opposites politically—but look-alikes in other ways.

Both are 40 years old, live in the same neighborhood, originally came from Illinois and arrived in Hawaii as servicemen. Both sell insurance and

Modern Life Tensions May Hike Headache Remedy Sale

Perhaps it's because of the increased tensions of modern life that a greater percentage of Fox Cities residents are using headache remedies this year than last.

The Post-Crescent Consumer Buying Habit study shows the percentage of users at 95.9 this year, compared to 93.7 per cent in 1957.

There has been a leveling off in the top three brands in the last three years, the survey shows. Bufferin, now first with 33.9 per cent of users buying it, has risen from its 1956 and '57 third place positions of 18 and 32.2 per cent.

Bayer aspirin, in the top

birth in the last two years, used by 55.6 per cent of buyers in 1956 and 36.5 per cent in 1957, now is second with 32.6 per cent. Just behind it is Anacin at 32.4 per cent, second in the last two years with 30.5 and 32.4 per centages.

Alka Seltzer occupies fourth place, coming up from last year's 4.7 per cent fifth place position. It is used by 6.2 per cent of buyers this year. Walgreen aspirin, which it displaced, now is in the fifth place spot, with 5.3 per cent of usership.

Bufferin, Anacin and Alka Seltzer are sold at all four area chain grocery stores.

Automatic Washer Type Leads Wringer Model

40 Per Cent of Fox Cities Homes Are Equipped With Clothes Dryers

For the first time in the Post-Crescent Consumer Buying Habit study history, more Fox Cities housewives use automatic washers than the wringer type.

While the percentage of homes with automatic washers has been increasing steadily, so has the percentage of homes with automatic clothes dryers, although the number of owners is slightly behind the washer figure.

The survey shows 98 per cent of all homes have washing machines of some type. Clothes dryers are in 40.2 per cent of homes, compared with 35.9 per cent a year ago and 16 per cent five years ago.

The percentage of washing machines at one time worked for the same concern at adjoining desks. They served together on the board of the junior chamber of commerce, and each became active in local politics in 1954.

As an added resemblance, each feels a little sorry for the other. Each thinks the other is in the wrong political party.

machine owners hasn't varied much, but the type of washer has. In 1954, 25.6 per cent of owners had fully-automatic machines, 63 per cent had wringer types and 11.8 per cent had spinner type. This year, 48 per cent have automatics, 44.9 per cent have wringer types and 6.1 per cent had spinners. Last year the percentage of automatic washer owners trailed wringer ownership, 41.4 per cent to 50.7 per cent.

Two brands are purchased by two-thirds of wringer washers. Speed Queen is bought by 36.1 per cent and Maytag by 31.3 per cent. Last year Maytag was in front, 34.8 per cent to 32.4 per cent. In two earlier years, Speed Queen held a slight lead. Eight other makes are in 1 per cent or more of wringer washer homes.

Most Are Electric

No two makes are as dominant in the automatic washer field, although Kenmore (Sears) and RCA Whirlpool continue to hold their one-two positions, as they have for the last four years. Kenmore is in 22.4 per cent of users' homes and RCA Whirlpool in 13.1 per cent. Other leading makes are General Electric, 11.1 per cent; Maytag and Westinghouse, 8.6 per cent each. Eight other makes are in 1 per cent or more of users' homes.

About 19 out of 20 clothes dryers are electric, the remainder are gas operated.

Kenmore dryers are in 20.4 per cent of users' homes, Westinghouse is in 14 per cent and General Electric in 11.1 per cent. Other makes with substantial distribution are RCA Whirlpool, Bendix, Hotpoint, Frigidaire, Hamilton and Speed Queen. Kenmore was first in 1956 and 1957, after trailing Westinghouse in 1956 and 1955.

Not too surprising, almost all housewives know the make of washing machine and clothes dryer they use.

FIRST CHOICE AGAIN IN 1958*

5 YEAR GAURANTEEE

On Every New 1958 Chevrolet We Sell!

Shown here to the right is our SERVICE DEPARTMENT. At GUSTMANS we have fully trained mechanics in all departments. Whatever your service needs may be, you can always be sure of complete satisfaction at GUSTMANS!



Automobile Ownership

What Makes of Automobiles
Does Your Family Own?

Make of Car	1958% of Owner Families
Chevrolet	24.1%
Car F	19.0%
Car B	11.6%
Car P	10.8%

*1958 Post-Crescent
Consumer Buying Habit Study

**TAKE ADVANTAGE OF VOLUME SAVINGS
And Deal Direct With Wisconsin And Upper
Michigan's Largest Dual Chevrolet-Oldsmobile Dealer!**



1958 CHEVROLET-OLDSMOBILE OUTDOOR NEW CAR SHOWROOM
222 LAWE ST. — KAUKAUNA

**YEAR END CLEAN-UP PRICES AVAILABLE NOW
THREE MONTHS EARLY
OVER 100 1958 CHEVROLETS & OLDSMOBILES**

Weekdays 8 A.M. - 8:30 P.M.

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**CHEVROLET — OLDSMOBILE
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280 Used Cars and Trucks Now on Display at our Four Used Car & Truck Centers in
Kaukauna, Seymour, and Marinette-Menominee

3 Homes in 4 Keep Beer in Refrigerator

**Adler Brau Bottled,
Schlitz in Cans
Lead Users' Lists**

Three out of four families in the Fox Cities keep bottled beer in their home refrigerators and the chances are one in five that it's Adler Brau made in Appleton.

While the 75.5 per cent using bottled beer represents a slight drop from previous surveys, the percentage of canned beer users is up, also slightly, and now 43.8 per cent of families use it, the eleventh annual Post-Crescent Consumer Buying Habit study shows.

Schlitz moved into first place in the number of canned beer users.

Adler Brau new in the canned beer field three years ago when it was the fourth most sought-after brand moved up to third in 1957 and this year stepped up again and now is the choice of 13.3 per cent of canned beer users, a notch behind the 17.3 per cent of first place Schlitz.

Pabst is third with 12.2 per cent and Blatz is fourth with 1 in 10 customers asking for it.

Brands Important

Brand names are important in beer buying — both canned and bottled — for 53 per cent of buyers don't know the brand of bottled beer they use and 10.7 per cent are not familiar with the brand of canned beer they buy.

Adler Brau, bottled, is the choice of 20.4 per cent of buyers. That's somewhat less than the percentage it commanded in the previous four years. Chief Oshkosh, second in each of the last five years, continued its slow but steady gain and this year is purchased by 17 per cent of bottled beer users. Schlitz is the choice of 9.1 per cent, Silver Cream is purchased by 7 per cent and Miller's by 6.5 per cent. Also high on the buyership list are Blatz, Kingsbury, Heileman's, Budweiser and Pabst.

Local Brews

The survey indicates that more people are becoming aware of and using other so-called "local" brews. While Adler Brau and Silver Cream are among the top five Oconto has been gaining slowly but steadily and Rahr's Berlin and Pilsner are all being purchased by more than 1 per cent of users for the first time this year.

In the canned beer field, Pabst continues to be the third most purchased brand, the choice of 12.2 per cent of users. That is about the same percentage it commanded five years ago, but is less than the percentages of 1955, 1956 and 1957.

Canned Blatz, the choice of 26.7 per cent of users in 1954, has declined steadily since that time, now is the choice of 10 per cent, good for fourth place. Hamm's is in the fifth spot with 8.9 per cent. Miller's, Budweiser and Heileman are not far behind.

Finally Finds Owner Of Senior Class Ring

Lone Wolf — Ray Brunker two years ago found a senior class ring.

He started tracing it through a jewelry salesman and high school annuals in the area.

He finally found the ring was lost by J. G. Heflin, now pastor of a church in Benton, Ark. Heflin said he lost the ring in 1950 at a 4-H encampment.



A Well Fed but Still hungry Chihuahua digs into a dish of dogfood, illustrating why Fox Cities dog owners continue to fill at least part of their shopping bags with food for canine connoisseurs. The Chihuahua belongs to Anita Reed, route 3, Appleton. (Post-Crescent Photo)

More Catsup Bottles Bought

**95.1 Per Cent of
Area Population Uses
It, Figures Show**

More and more catsup bottles will go on picnics with Fox Cities residents this summer, figures in the Post-Crescent Consumer Buying Habit study show.

Catsup users comprise 95.1 per cent of the total area population, compared with 92.1 per cent in 1955.

And again this year, the Heinz brand is the leader in its field, with an even more solid first place position of 44.5 per cent of all users, up from 39.7 per cent three years ago.

Second, third and fourth place brands in 1955, Snider, Hunt and Del Monte respectively, are in the same spots now, with usership percentages of 14.8, 11.4 and 7.5. Their percentages three years ago were 14.7, 7.9, and 7.1.

Red Owl brand is in fifth place this year a jump from its seventh place spot in 1955. Of the total users, 10.1 don't know what brand of catsup they buy.

All top five brands except Red Owl are available at all four area chain grocery stores.

Judge Overrules In Court Cuffing

Hartford, Conn. — Mrs. Josephine Jefferson tried to settle her argument in court, but the judge overruled her.

The 28-year-old woman appeared in police court to answer charges of breach of peace and resisting an officer. The complainant, Sam Williams, was there, too.

The judge had just sentenced Mrs. Jefferson to 30 days in jail for resisting the officer, and found her innocent of the breach of peace charge.

But then she walloped Williams on the jaw.

"Sixty days for contempt of court," said the judge.

More Fox Cities Residents Have Dogs, Survey Shows

You'll notice more of man's best friend in the Fox Cities this year, and his dog food diet also may have changed.

Dog ownership has risen from 19.7 per cent of the area population in 1957 to 24.5 per cent this year, the Post-Crescent Consumer Buying Habit survey shows.

A change in dog owners' buying habits has made Gaines

and Purina Dog Chow the most-bought brands in the Fox Cities. Each is fed to canine pets by 15.3 per cent of dog food buyers.

Last year Friskies was the leader, bought by 17.5 per cent of the users. This year it is in fourth place, bought by 11.4 per cent. Gaines was second last year, bought by 13.7 per cent, and Rival, this year fifth at 9.8 per cent, was third at 10.4 per cent. Purina Dog Chow rose from its fourth place position at 9.2 per cent last year.

Vets has taken third place this year, bought by 12.7 of buyers, rising from a tie for sixth place at 5.8 per cent last year.

Gaines, Friskies and Rival are sold by all four of the area chain grocery stores. Purina Dog Chow and Vets are sold by three.

Minister Urges Active Role in Civil Defense

Washington, D. C. — It's a Christian duty to take an active role in civil defense, says the Rev. Dr. H. Conrad Hoyer, head of the National Lutheran council's division of American missions. "Religion," he adds, "is of primary concern in event of disaster."

Happy Day!

"No-iron" miracle
fabric shirts wash
whiter than new

with

**Hi-Lex
Powder**

KROMA-X

**FOR
FINE
FABRICS**



It suds up...softens water Kroma-X contains everything you need for fine fabrics washing...gentle bleach, brightening agents, detergent and water conditioner. Keep his miracle fabric shirts bright, white, new-looking always.....with **Kroma-X**!

A **Hi-Lex** premium product.

Win a \$50 U.S. Savings Bond

OR ONE OF TWO OTHER PRIZES
in the Easiest Contest Ever!



Mrs. Fox Cities Buying Habits Contest

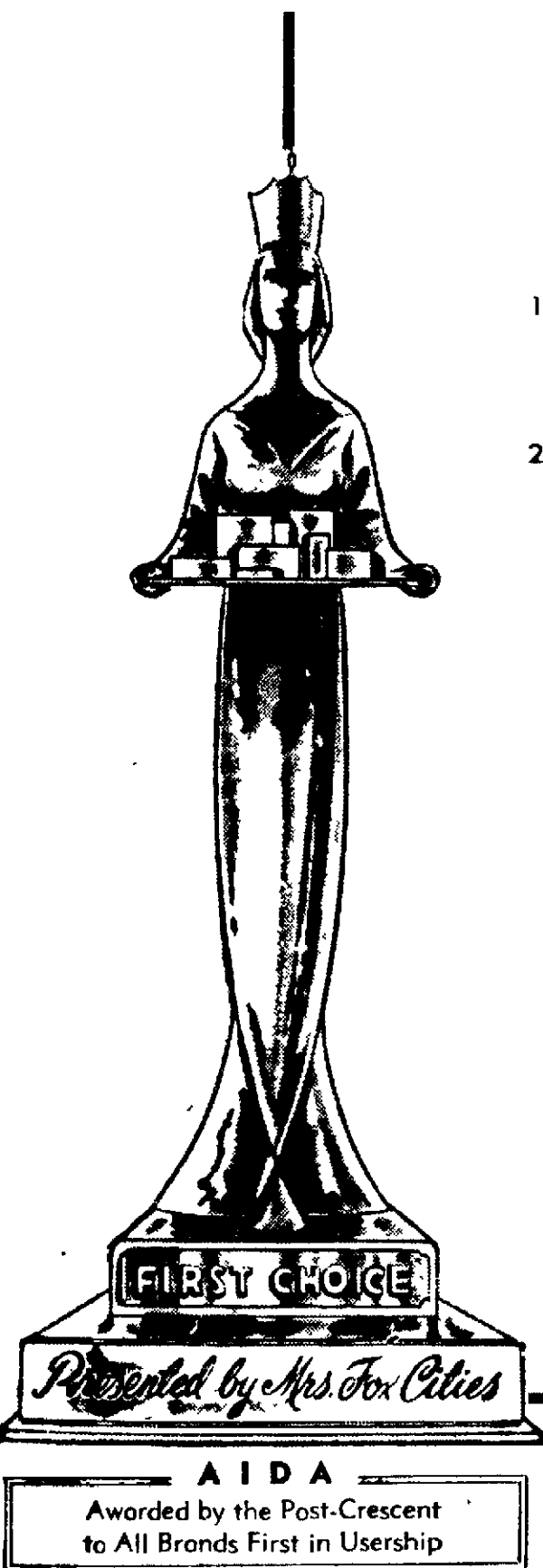
All You Need Is This Buying Habits Tabloid, Sharp Eyes and a Pencil!

Read These Simple Rules Carefully—Enter Today!

CONTEST CLOSSES — MIDNIGHT, AUGUST 3RD

RULES

- 1) This contest is open to anyone, 18 years of age or older. Post-Crescent employees and members of their immediate families are not eligible to participate. Only **one** entry per person is permitted.
- 2) To enter the contest, the reader must carefully check the complete Fourth Annual Mrs. Fox Cities AIDA Awards Tabloid, dated Tuesday, July 29, 1958. On a sheet of paper 8½ x 11 inches the contestant must typewrite or print.
 - a) The name of each product that received an AIDA Statuette in 1958 as advertised in the AIDA tabloid edition.
 - b) The product must be one with an advertising message in the tabloid **only**. Multiple mentions of the same product should be counted as one.
 - c) The total number of times the AIDA statuette or emblem appears in the AIDA tabloid, including all illustrations, advertisements and news content.
- 3) Entries will be judged on the basis of the correct total number of answers, accuracy, neatness and originality.
- 4) In case of ties the entry bearing the earliest postmark will be judged the winner. In case of identical postmarks, the prizes will be divided.
- 5) All entries become the property of the Appleton Post-Crescent and none can be returned. The decision of the judges is final.
- 6) All entries must be accompanied by the entry blank below, neatly clipped and mailed to AIDA, Appleton Post-Crescent, Appleton, Wisconsin. Contest closes at midnight, Sunday, August 3rd.
- 7) Prizes:
First Prize \$50 U. S. Savings Bond
Second Prize \$25 U. S. Savings Bond
Third Prize \$10 in Cash



ENTRY BLANK

Send in this entry blank today!

Name:
(Please! Print or Typewriter!)

Address:
(Street and Number or RFD)

City or Postoffice:
(Please give exchange)

Persons entering under 18 years of age will be disqualified.

**AIDA — Awarded To Products That Have Gained the
Most Attention — Interest — Desire and Action!**



Reading the Post-Crescent is part of the daily routine for the Leo Francis family, 1406 W. Packard street, as it is for 93.9 per cent of all Fox Cities residents.

At the left are their daughters, Libby and Vicki. (Post-Crescent Photo)

Post-Crescent Holds Big Margin in Readership

93.9 Per Cent of Fox Cities Families Buy It, Prefer It

Fox Cities families continue to read and use the Post-Crescent for its news and advertising more than any other newspaper or advertising media, the Post-Crescent's eleventh annual Consumer Buying Habit Study shows.

Exactly 93.9 per cent of Fox Cities families buys the Post-Crescent in what appears to be an unwavering loyalty.

The 93.9 per cent of buyers compares to 93.3 per cent last year, 94.1 per cent in 1956, 93.5 per cent in 1955 and 93.1 per cent in 1954.

Area Described

The Fox Cities includes Appleton, Neenah, Menasha, Kaukauna, Kimberly, Little Chute, Combined Locks and all or part of the towns of Neenah, Menasha, Grand Chute, Harrison and Buchanan.

The Milwaukee Journal leads the rest of the field among competing evening dailies. Eight per cent of Fox Cities families take the Journal, compared to 5.3 per cent last year, 7.1 per cent in 1956, 8.6 per cent in 1955 and 7.3 per cent in 1954.

The Twin City News-Record has 7.2 per cent of the families subscribing, compared to 5.8 per cent last year, 5.5 per cent in 1956, 5.7 per cent in 1955 and 6 per cent in 1954.

Exactly 3.2 per cent of the families take no paper, compared to 3.5 per cent a year ago, 2.9 per cent in 1956, 2.6 per cent in 1955 and 3.3 per cent in 1954. Other evening papers have .6 per cent of the market, compared to 1.5 per cent a year ago, 1.2 per cent in 1956, 1.4 per cent in 1955 and 1.1 per cent in 1954.

Morning Papers

The Milwaukee Sentinel has 11.2 per cent of the families as subscribers to its morning editions. This compares to 13.8 per cent last year, 13.5 per cent in 1956, 12.9 per cent in 1955 and 11.8 per cent in 1954.

The percentage of families which buy no morning paper

has increased from 81.9 per cent a year ago to 86.9 per cent. In 1956, the percentage was 84.5, in 1955, 83.5, and in 1954, 85.

The Chicago Tribune has 1.6 per cent of the morning newspaper market, compared to 1.9 per cent a year ago, 1.8 per cent in 1956, 2.8 per cent in 1955 and 2.6 per cent in 1954. Other morning papers account for .9 per cent of the market, compared to 2.1 per cent last year, .9 per cent in 1956, 1.5 per cent in 1955 and 1954.

96.7 Per Cent

In the Appleton sector of the metropolitan zone, the Post-Crescent is sold to 96.7 per cent of the families.

In the Neenah-Menasha sector, the Post-Crescent goes to 90.2 per cent of the families, compared to 88.1 per cent in 1957, 88 per cent in 1956, 87.5 per cent in 1955 and 87.1 per cent in 1954.

In Kaukauna and the Fox Villages, the Post-Crescent is purchased by 92.6 per cent of the families, compared to 92 per cent a year ago, 94 per cent in 1956, 93.2 per cent in 1955 and 93.9 per cent in 1954.

Twin Cities

In the Appleton sector, the Journal has 5.6 per cent of the market, compared to 4.4 per cent a year ago, 5.8 per cent in 1956, 8.7 per cent in 1955 and 7.2 per cent in 1954. Three per cent of the families take no paper and .5 per cent subscribe to other newspapers.

The News-Record has 23.3 per cent of the Twin City market, compared to 19.1 per cent a year ago, 18.4 per cent in 1956, 18.2 per cent in 1955 and 20.5 per cent in 1954. The Journal has 12.7 per cent of the families among subscribers, compared to 7.5 per cent last year, 8.9 per cent in 1956, 10.7 per cent in 1955 and 9.4 per cent in 1954. Exactly 1.8 per cent of Twin City families take no paper and 1.3 per cent take other papers.

In Kaukauna and the villages, the Journal has 6.6 per cent of the families subscribing, compared to 4.1 per cent a year ago, 7.8 per cent in 1956, 5 per cent in 1955 and 4.8 per cent in 1954. Exactly 6.1 per

Alberta to Use Care in Share Plan

Edmonton, Alberta — P — Alberta's provincial government is going to be a lot more careful in distributing this year's share-the-wealth oil dividends. Last year too many people got too big a share.

The \$11 million oil royalty pie was split up into \$20 cash payments in 1957. All you had to do was sign a residence statement, say you were over 21 and the bank clerk or treasury agent would hand over the money. More than half a million people collected.

But drifters, confidence men, drunks and people who just couldn't resist the temptation promptly saw the loophole and began making the rounds of treasury offices and banks. They gave false names and addresses at each stop—and some of them got more than 100 "citizens' bonuses."

This year the government will pay the bonuses by check. Dividend applications have been mailed to Alberta householders, who will have to swear

cent of the families take no paper.

The average number of readers per issue of the Post-Crescent was found to be 2.6, with 56.1 per cent of those surveyed saying two people read the paper in their family. Exactly 20.9 per cent of those surveyed said there are three Post-Crescent readers in their family; 11.9 per cent said four readers; 4.8 per cent said five readers; 4.2 per cent said six readers; 5 per cent said seven readers; .3 per cent said eight readers and .1 per cent said nine readers.

Preference for newspapers as a source of advertising jumped from 78.6 per cent to 87.3 per cent among Fox Cities families. Ten per cent listed television, a decline from 15.4 per cent a year ago. Magazines were preferred by 3.7 per cent, a decline from 4 per cent a year ago. Radio was mentioned by 2.6 per cent, a decline from 3.4 per cent a year ago. Direct mail circulars were listed by .9 per cent and 3.5 per cent gave no answer.

to their statements before a commissioner for oaths (notary public).

When the applications are mailed in, a 25-man staff at the treasury department will run them through a battery of electronic sorting machines and, after careful cross-checking, mail out the money.

Another significant difference will be the size of this year's bonus—only \$17.50. Market conditions forced Alberta oil and gas producers to lower their steel helmets, walkie-talkies, output and this cut the government's royalty by one million dollars.

More Canned, Frozen Juice Bought in '58

Orange juice squeezers and similar implements are fast going out of style in the Fox Cities, losing to more convenient canned and frozen juices available on supermarket or grocery store shelf.

Usership of prepared juices has jumped from 79.6 per cent of area residents last year to 87.1 per cent this year, the Post-Crescent consumer buying habit study shows.

Brand positions also show a big change this year, particularly in the leader. Kroger heads the list with 11.6 per cent of all prepared juice users. Last year it was ninth, bought by 4.2 per cent.

Snow Crop, last year topping the list with 16 per cent, has slipped to second and 11.3 per cent. Minute Maid, last year second with 15.5 per cent usership, now is third at 10.9.

Libby remains in fourth with a percentage rise from 7.9 to 8.1 per cent. Last year's third place brand, Birdseye, was bought by 14.2 per cent; this year is fifth and bought by 8 per cent.

Of the brands named, Kroger is sold by one of the four area chain grocery stores, Snow Crop and Minute Maid by three, Libby by all four, and Birdseye by two.

Riot Equipment

Richmond, Va. — P — Police of Richmond and of Fairfax county have formed riot squads and to be equipped with shotguns, gas producers to lower their steel helmets, walkie-talkies, pistols and hand grenades. They are for use in civil disorders.

Ice Cream Sales are Constant in Fox Cities

Bought by 95.1 Per Cent of Residents; Fairmont Leading Brand in All 3 Areas

Sale of ice cream in the Fox Cities area is fast becoming just as inevitable and unchangeable as death and taxes.

Whether it's due to the influence of the dairy state, the multitude of new flavors or any other factor, the frozen dessert now is bought by 95.1 per cent of area residents, figures compiled in the Post-Crescent Consumer Buying Habit study show. Last year ice cream was bought by 94.3 per cent.

Fairmont again is the brand purchased by the greatest per cent of total area buyers—29 per cent—and this year also leads in each of the three survey geographical areas, Appleton, Neenah-Menasha and the Kaukauna, Kimberly, Little Chute and Combined Locks area.

In the total city zone, Quaker Dairy ice cream is the brand bought by the second largest percentage—13.3 per cent this year after its third-place 13.2 per cent of 1957.

Verifine Third

Verifine, formerly second, now is third with 12.3 per cent. Sealtest remains in fourth at 10.8 per cent after 10.6 per cent last year. Table Charm, seventh last year at 3.1 per cent, this year has climbed to fifth in area buyership with a 6.1 percentage. Walgreen brand, last year fifth, is close behind at 6 per cent.

An area breakdown shows a variety of brands high in usership after the unanimous first-place brand.

ship after the unanimous first-place brand.

In Appleton second, third and fourth place brands have remained in their '57 positions. Quaker Dairy is second at 21.6 per cent, Verifine third at 12 and Walgreen fourth at 7.8. Their percentages last year were 21.5, 14.1 and 8.2.

Table Charm, seventh last year with a 4.4 percentage, now is fifth with 7.4. Last year's fifth-place brand, Sealtest, is sixth with 7.1.

Close Behind

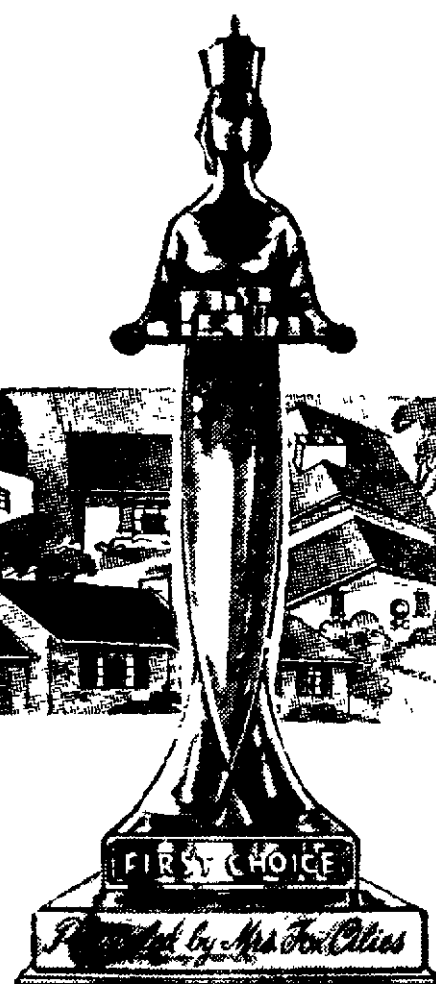
Verifine is close behind first-place Fairmont, 29.7 per cent, in the "down river" communities with a 28.4 per cent. Fairmont last year was bought by 34.3 per cent and Verifine by 19.7 per cent.

Third and fourth place brands are constant from last year—Quaker Dairy third with 11.3 per cent and Sealtest fourth with 8.1 per cent. Their 1957 percentages were 10.3 and 9. Farmdale, sixth last year with 5.6, is fifth with 5.4.

In the Twin Cities, Fairmont rose from a 1957 third-place spot with a 14.2 percentage to lead with 24.6 per cent. Sealtest, last year third at 16 per cent, is 18.6 and second, while last year's top brand, Gear, has dropped from 18.6 per cent to third place and 11.7 per cent.

Table Charm, last year tied for twelfth place, with 2.7 per cent, is fourth with 6.3 per cent, and Walgreen is fifth again with 6 per cent, after 7.1 per cent in 1957.

Mrs. Neenah-Menasha Prefers Owning Her Own Home!



According to the 11th Annual Post-Crescent Buying Habit Study Findings there is a 9,769 family population in Neenah and Menasha (including Town of Neenah).

OF THESE 9,769 FAMILIES

84.9% OWN THEIR HOMES



We're proud your first choice is to "Own Your Own Home" . . . your provision individually and collectively, for the future of your community . . . family happiness . . . Industrial stability and the areas' prosperity inspires your Real Estate Brokers to newer and greater heights in assisting the remaining 15.1% family population to put themselves in this picture.

"Deal With A Realtor"



The Following Members of the Neenah-Menasha Board of Realtors

take pride in this announcement and the part that they played in the role of establishing the above figures. When selling your home call one of the following Realtors:

Fox Cities Realty
408 Broad St., Menasha
Phone PA 5-2052

The Sommer Agency
145½ W. Wisconsin Ave.
Neenah, Phone PA 2-6981

F. J. Hauser Agency
228 W. Wisconsin Ave.
Neenah, Phone PA 2-6413

Jim Powers Agency
620 Chestnut St., Neenah
Phone PA 2-1172

Leslie Patton Agency
123 E. Wisconsin Ave.
Neenah, Phone PA 2-3370

Hugh Strange Agency
112½ E. Wisconsin Ave.
Neenah, Phone PA 5-1991

Louis H. Haase Agency
104 N. Commercial, Neenah
Phone PA 2-7381

R. E. Hanley Agency
926 Reddin Ave., Neenah
Phone PA 2-0437

Blank Realty & Insurance Agency
151 Main St., Menasha
Phone PA 2-8171

E & R Agency
Hwy. 41, Neenah
Phone PA 2-6466

F. J. Brehm Agency
741 6th St., Menasha
Phone PA 2-2185

Lakeland Realty
208 W. Wisconsin Ave.
Neenah, Phone PA 2-4297

Seven Up Wins As Leader in Beverage Class

Continues Lead of Soft Drinks With Fox Cities Families

Seven Up, a soft drink which has shown a rise steadily since the 1954 Post-Crescent consumer buying habit study, continues in first place with Fox Cities families.

With 48.8 per cent of those questioned saying they bought the beverage, it has a significant lead over the next three favorites, Coca Cola, Pepsi Cola and Little Chute, respectively.

Seven Up in 1954 was bought by 26.2 per cent, edged into second place by Coca Cola with 28 per cent. Since that time, Seven Up has shown a consistent increase, as have each of the first four. However, Seven Up increased with more rapidity than the other beverages.

From 28 per cent in 1954, Coca Cola's buyers have risen slightly to 30.7 per cent while Pepsi Cola drinkers have increased from 8 per cent in 1954 to 20.5 per cent in the latest survey.

Other Brands

A total of 4.8 per cent of the consumers bought Little Chute soft drinks in 1954, a percentage which has increased to 12.6 this year.

Other favorites, in order, are Dad's root beer, Graf's, Hires root beer, Roxo, Twin City, Canada Dry, Squirt, Orange Crush, Uptown, Bireley, Royal Crown cola, Pep, Sun Drop, Parti Pak, Weico and Nesbitt.

Of these questioned, 7.2 per cent said they didn't know what brand they used and 6.7 named beverages not specifically listed in the survey.

The survey also determined 11.2 per cent of Fox Cities families use soft drinks.

Coffee Drinking On Increase in United States

Every night between dinner and bedtime the United States drinks 29 million cups of coffee, according to a new national survey being issued this summer by the Pan-American Coffee bureau. This is 12 million more cups than in 1950, an increase of nearly 70 per cent in eight years.

Although a cup of coffee for a night-cap is a popular cus-

Clean Sweep

Soap or Detergent Used by All Families of Fox Cities

If there's one thing a Fox Cities shopper is sure to buy, it's soap or chemical detergent.

Not a single homemaker fails to use soap, the Post-Crescent Consumer Buying Habit study shows. This is the first time in the last five surveys that purchase of soap or detergent has been universal.

Housewives spread their buying dollars over a wide field of brands, the study shows. Fourteen were named by shoppers.

Leading the field again is Ivory, used by 30.9 per cent of soap consumers. Ivory has topped the market for several years, but percentage of buyers is down from 38.8 per cent in 1956.

This year's survey finds Dial

occupying second place for the first time. Dial, at 24.7 per cent, took over the runner-up spot from Camay. Since 1954 the brand's following has nearly doubled.

List Lux, Camay

Mrs. Fox Cities listed Lux and Camay as third and fourth most used brands, with 21.5 and 20.3 per cent respectively. Lux was used by 17.4 per cent of homemakers last year and Camay accounted for 22.1 per cent.

Dove, in its third year of sale in Fox Cities stores, is in fifth place in the current study. The brand, used by 19.7 per cent in its first year, 1956, was used by 17.1 per cent this year.



Like Nearly All Area Housewives—92.9 per cent—Mrs. William Agen, 902 E. Hancock street, makes canned vegetables an item on her shopping list. She is accompanied on her shopping trip by her son Will. (Post-Crescent Photo)

Canned Vegetable Brand Not Concern for Many Housewives

A can of vegetables is a can of vegetables, regardless of brand, as far as many Fox Cities housewives are concerned.

Figures in the Post-Crescent consumer buying habit study show that of all area canned vegetable buyers—92.9 of the population—a greater percentage were unaware of the brand they bought than those who bought the leading brand, Del Monte.

Del Monte this year is bought by 19.5 per cent of canned vegetable buyers this year, more than the 17.9 per cent last year. But 21.2 per cent of buyers are in the "don't know" category.

Other top brands are Kroger, second at 10 per cent and up

from a third place position and 11.3 per cent last year. Last year's second place brand, Stokely, slipped from a 12 per cent to 7.8 and sixth place this year.

Libby is up from third to fifth with a percentage gain of 7.6 to 9.6. In fourth place this year, up from eighth place and 5.1 per cent, is Green Giant with 8.4 per cent.

Fifth place Shurfine, bought by 8.1 per cent, was in sixth with a 7.3 percentage last year.

930 Million Cans Opened In Wisconsin

246 for Each Person Last Year, Institute Figures Indicate

Madison—Wisconsin residents opened more than 930 million "tin cans" last year—246 for each person in the state—containing products ranging from tomato products to talcum powder, the Can Manufacturers institute reports.

That many cans, CMI estimates, would measure 73,464 miles if laid end to end.

A state-by-state survey recently conducted by CMI of the booming metal can industry credited the purchases of Wisconsin consumers and the output of state can plants with substantially aiding the industry to a national production rate of 42 billion cans annually.

There are three major can plants in the state which turn out hundreds of thousands of cans each year for local food and non-food products. American Can company and Continental Can company have branch plants at Milwaukee, and National Can corporation has a plant at Green Bay.

Annual Consumption

Regionally, the U. S. department of commerce census bureau estimates that more than 1,270,000 tons of steel are consumed annually for metal cans in the east north central area which includes Wisconsin.

The state's agricultural economy is closely identified with the can industry. Many crops of the farming counties are processed and put up by local canneries in state-made cans for

both domestic and out-of-state consumption.

The phrase "tin can" is actually a misnomer for most modern cans are 99 1/2 per cent steel with only a thin protective layer of tin as a coating. This preponderance of steel makes the can industry the third largest user of fabricated steel in the nation, exceeded only by the automobile and construction industries. More than 4,600,000 tons of steel were used for metal cans in 1957.

Started from War

Strangely enough, the can, which has contributed so much to the peaceful advancement of the world's health and comfort, had its origins in the fires of war. In 1795, the revolutionary French government—disheartened at the fact that its armies suffered more casualties from bad food than from enemy muskets—offered a 12,000 franc prize to the inventor of a method to preserve food effectively.

Nicholas Appert, a Parisian confectioner, toiled 14 years before successfully sealing fresh or cooked foods in air-tight containers and immersing the containers in boiling water for varying periods. A grateful Napoleon awarded the long-sought prize to Appert in 1809.

Today, high-speed machinery producing up to 500 cans per minute has made metal cans the most widely used rigid container for more than 2,200 products of all kinds.

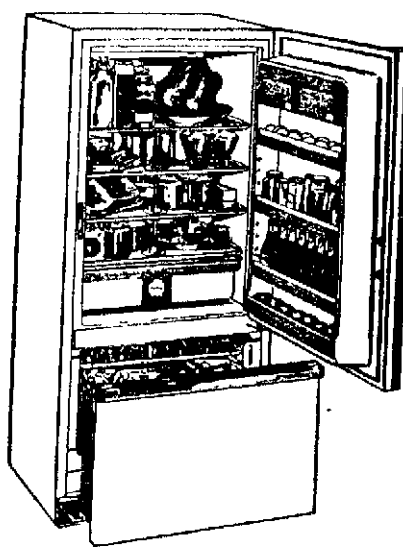
Young Beginning For Tractor Driver

Troy, Ala. —(P)— Dan Thompson is only a little over 2 years old but he's a skilled operator of a junior-sized tractor.

Dan's hero is Cecil Parks, Pike county's champion teen-aged tractor driver, so on Dan's second birthday his father, Ira Thompson, gave the lad a little tractor he made out of a lawn mower engine and scrap metal.

Now Dan's busy practicing for the time when he can drive a big one in a contest.

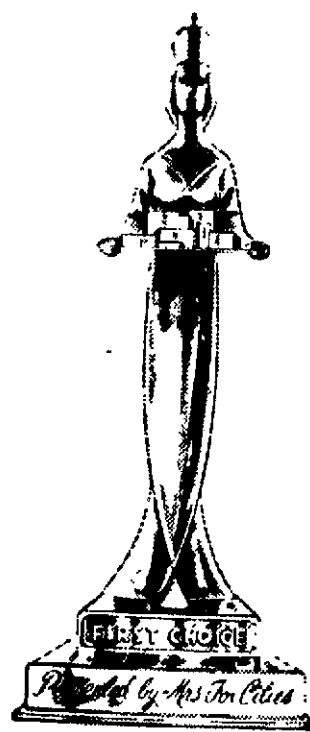
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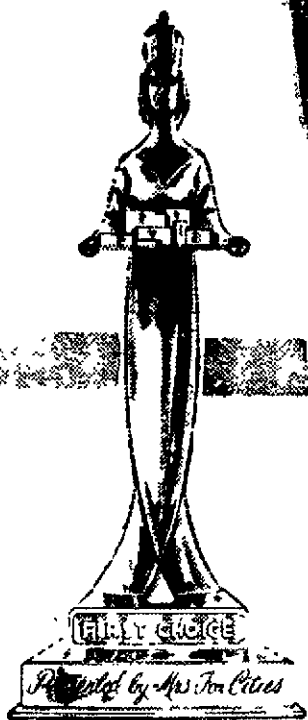


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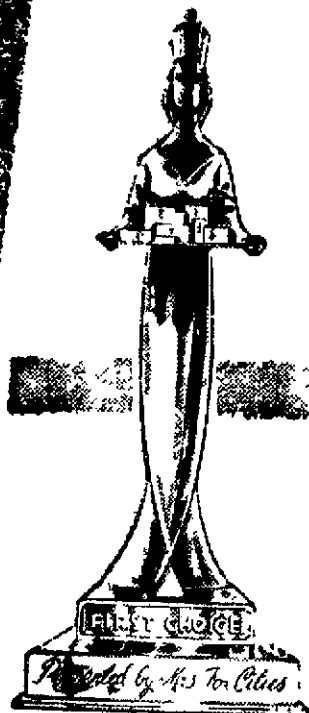
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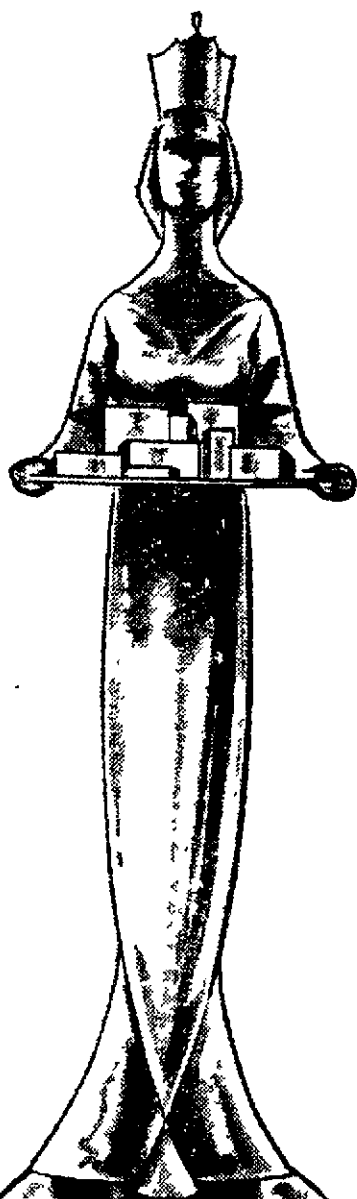


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